

VOGUE



BEAUTY
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JULY 15, 1931
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PUBLICATIONS, INC.



A lullaby sheet . . . "that gentlier lies than tired eyelids upon tired eyes" . . .

When your head is snuggled into the smooth, cool slopes of your pillow and mother has tucked you in with a sheet as soft and light as that little tune she sometimes sings . . . then you know you're going to sleep, no matter how young you are.

Especially on these hot nights the lightness of Wamsutta Percale is a blessing to sleepers of all ages . . . A full-sized Wamsutta sheet actually weighs seven ounces less than an ordinary one . . . And it is just this surprising difference in weight that has decided many great hotels to make up all their beds with

Wamsutta, knowing that they will save nearly three cents on the laundry bill every time a pair of Wamsutta sheets is washed and ironed.

This fact—and because they are so deliciously, sleepily comfortable—has sold more Wamsutta Percale sheets and pillow cases than any two other reasons we have ever discovered.

The exquisite pastel colors in which the new wide-hemmed Wamsutta Percales are now being shown have been selected to harmonize most effectively with the equally beautiful and luxurious North Star Blankets.

Write to *Department V-1 for a copy of the new Wamsutta-North Star Catalog

WAMSUTTA MILLS,* New Bedford, Massachusetts

NEW YORK SALES OFFICE, 180 Madison Avenue

W
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WAMSUTTA
Men's Shirts: \$1.95

In Wamsutta Broadcloth, Oxford,
and Poplin. Made by one of the
country's most famous shirt-makers.



WAMSUTTA *percale* SHEETS & PILLOW CASES

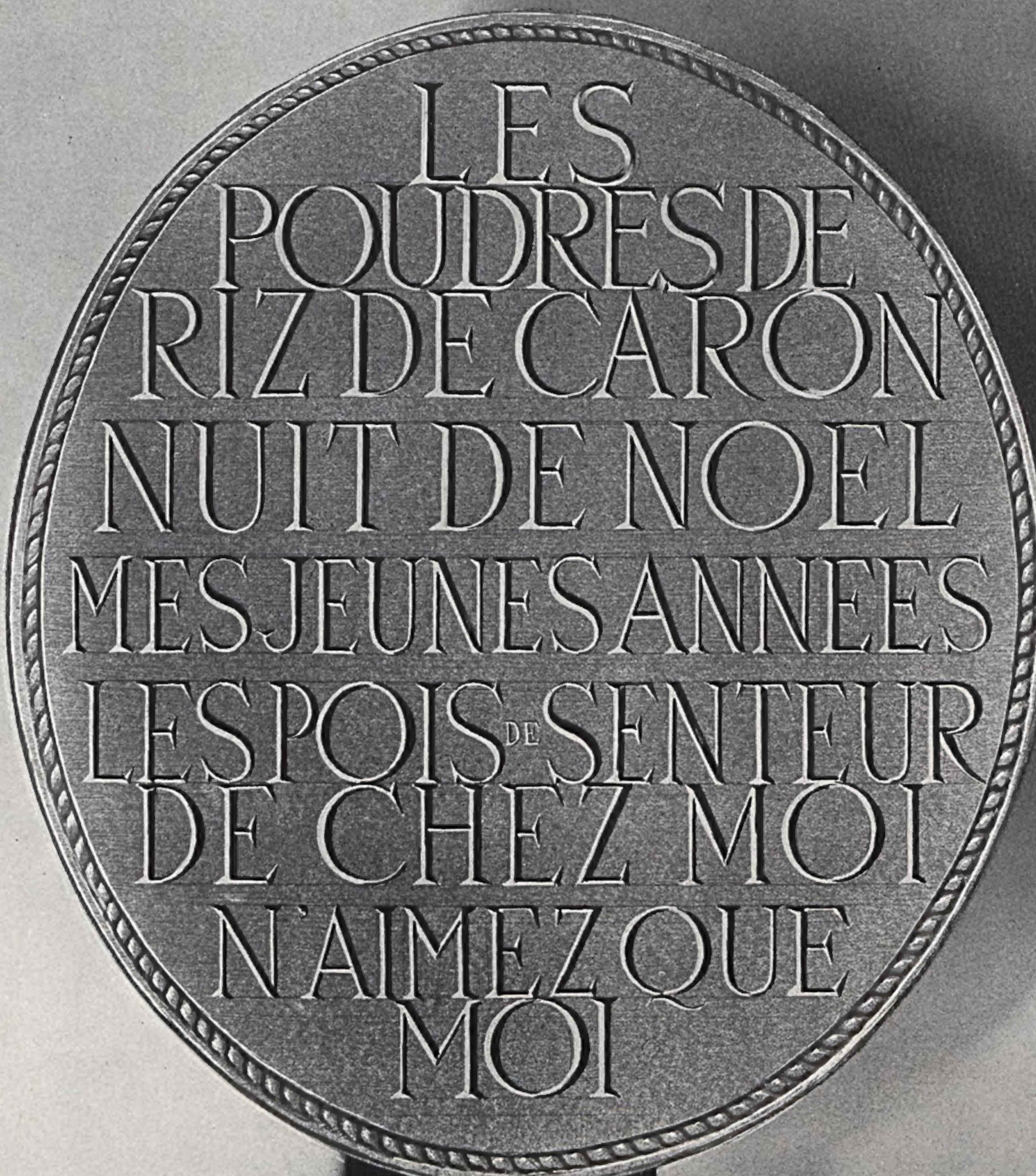
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A Large Selection of Diamond Jewelry

MAIL INQUIRIES RECEIVE PROMPT ATTENTION

FIFTH AVENUE & 37TH STREET NEW YORK



*pour toutes les beautés
brunes ou blondes*



MAGNOLIA

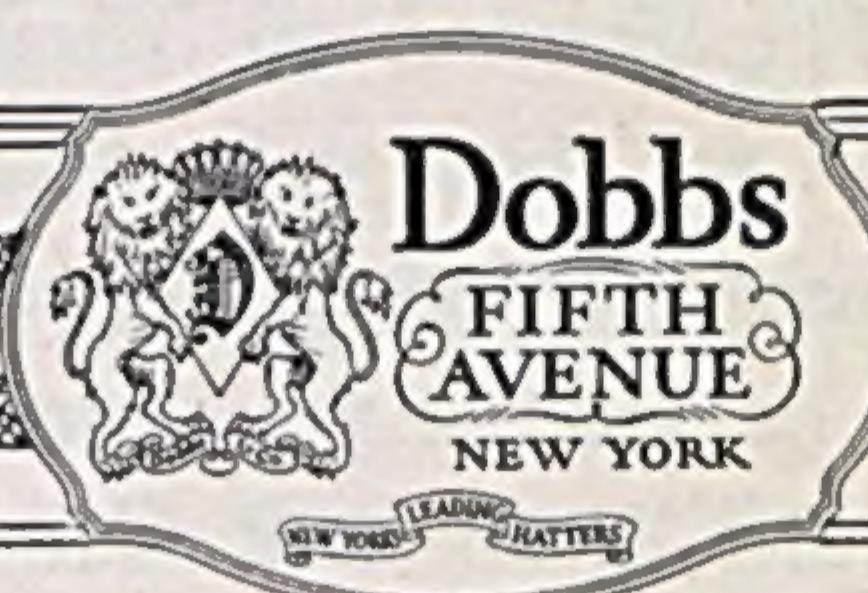
*Dobbs MAGNOLIA—
the hat with the most
subtle and distin-
guished texture of the
year . . . peacock felt
. . . exclusive with
Dobbs . . . and ab-
solutely new. Smooth*

*as the finest suede; pliant as silk; and with subtle shadow dots which are a very part
of the texture : : Naturally, in this year of grace, the brim droops enchantingly and the
softly folded crown is shallow. In all colors and sizes; trimmed with a triple bow; \$19.50.*

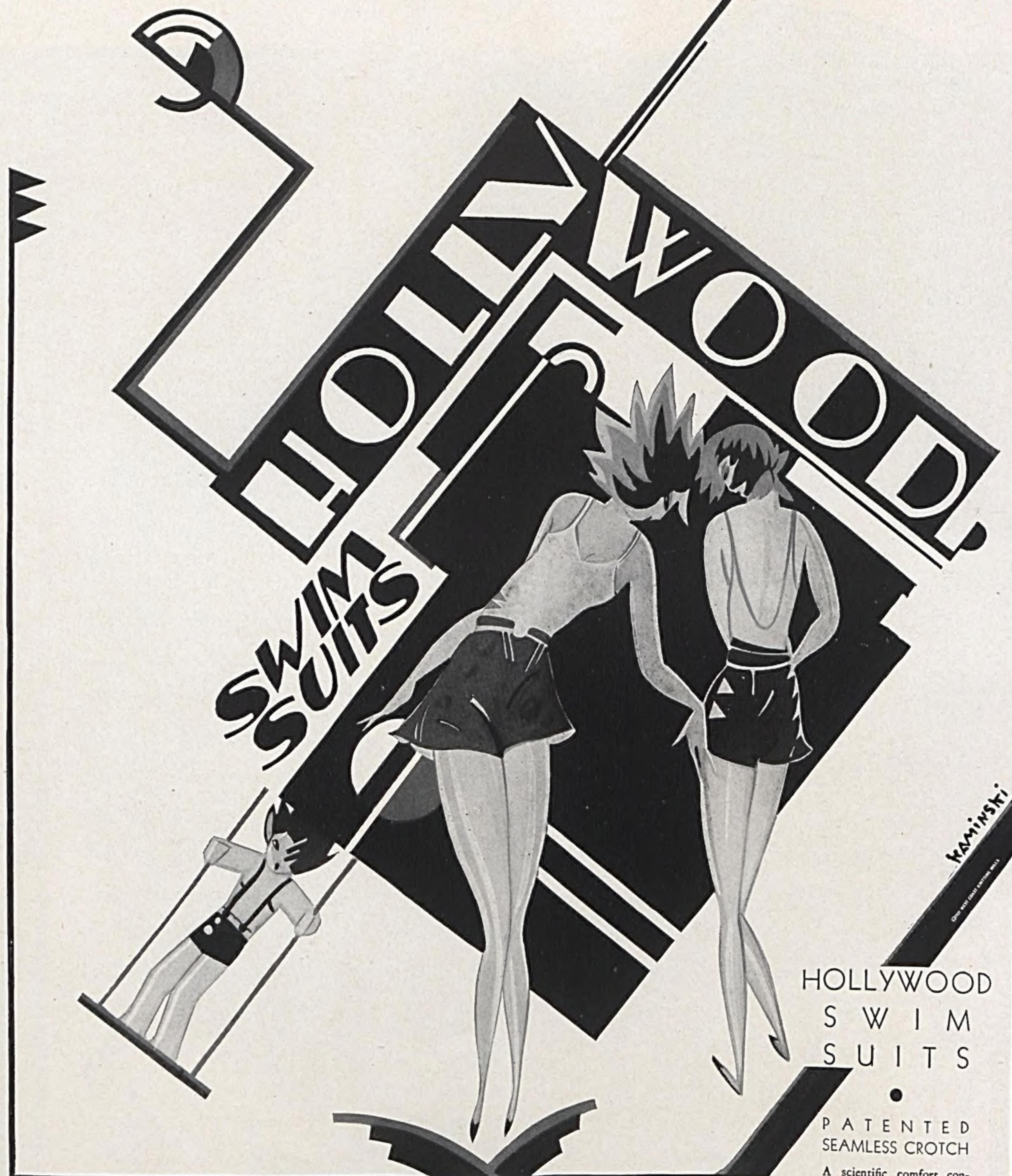
D O B B S
H A T S

DES MOINES, IA.—YOUNKER BROS., INC. • LOS ANGELES, CALIF.—BULLOCK'S
BOSTON, MASS.—WM. FILENE'S SONS CO. • ATLANTA, GA.—J. P. ALLEN & CO.

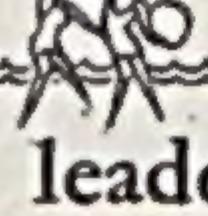
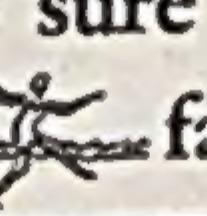
Representatives in all the principal American cities—and The T. Eaton Company Ltd. in Canada



FOR YOUR PLACE IN THE SUN



Play days... happy, lazy days... are here again!

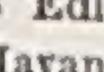
Carefree days, brimful of youth and color at the seashore, or wherever you swim. Moderns of six, sixteen, and sixty, from Hollywood to Miami, wear Hollywood Swim Suits  fashion's approved regalia for these gala days. Hollywood Swim Suits, world leaders of the latest vogue, have brought style and color to sun and swim wear. In your Hollywood, you can be sure of your place in the sun.  There's a Hollywood to suit your figure,  face and fancy.

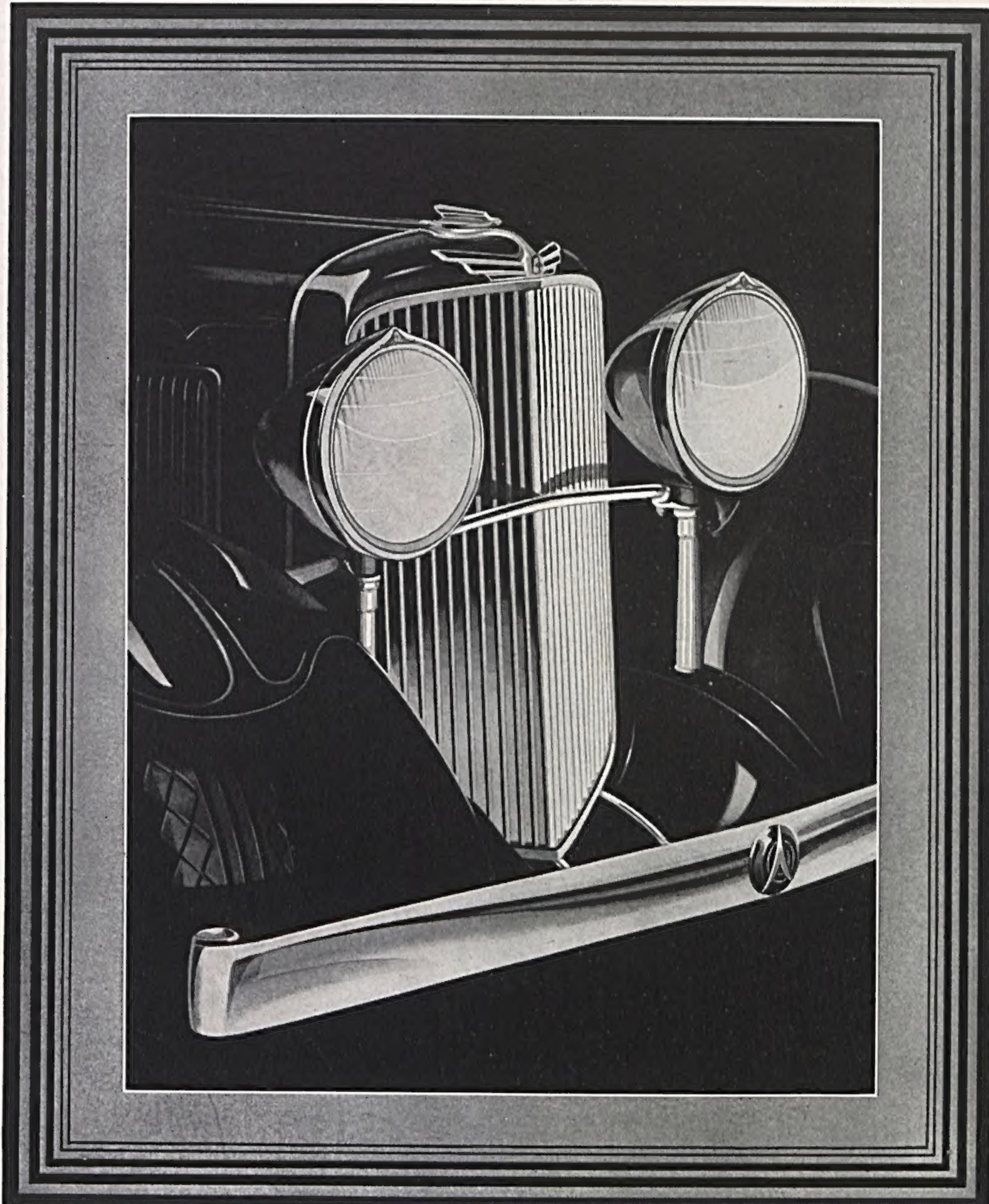
PATENTED
SEAMLESS CROTCH

A scientific comfort construction feature, found in no other swim suit; provides unequalled fit and comfort, in the surf or on the sand.

 Hollywoods...at the better stores

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PARADE OF PROGRESS
and Max Bendix, Official
Bandmaster of the Chicago
1933 World's Fair, and his
Band. Coast-to-Coast, Tues-
day Evenings over NBC
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WITH

SYNCHRO SAFETY SHIFT ^{PLUS} *SILENT SECOND*
"SILENCE" ENGINEERING

SOUND-PROOFED BODIES AND SOUND-PROOFED CHASSIS

AND OTHER NEW ESSENTIALS
OF LUXURIOUS MOTORING



PENN & BAKER

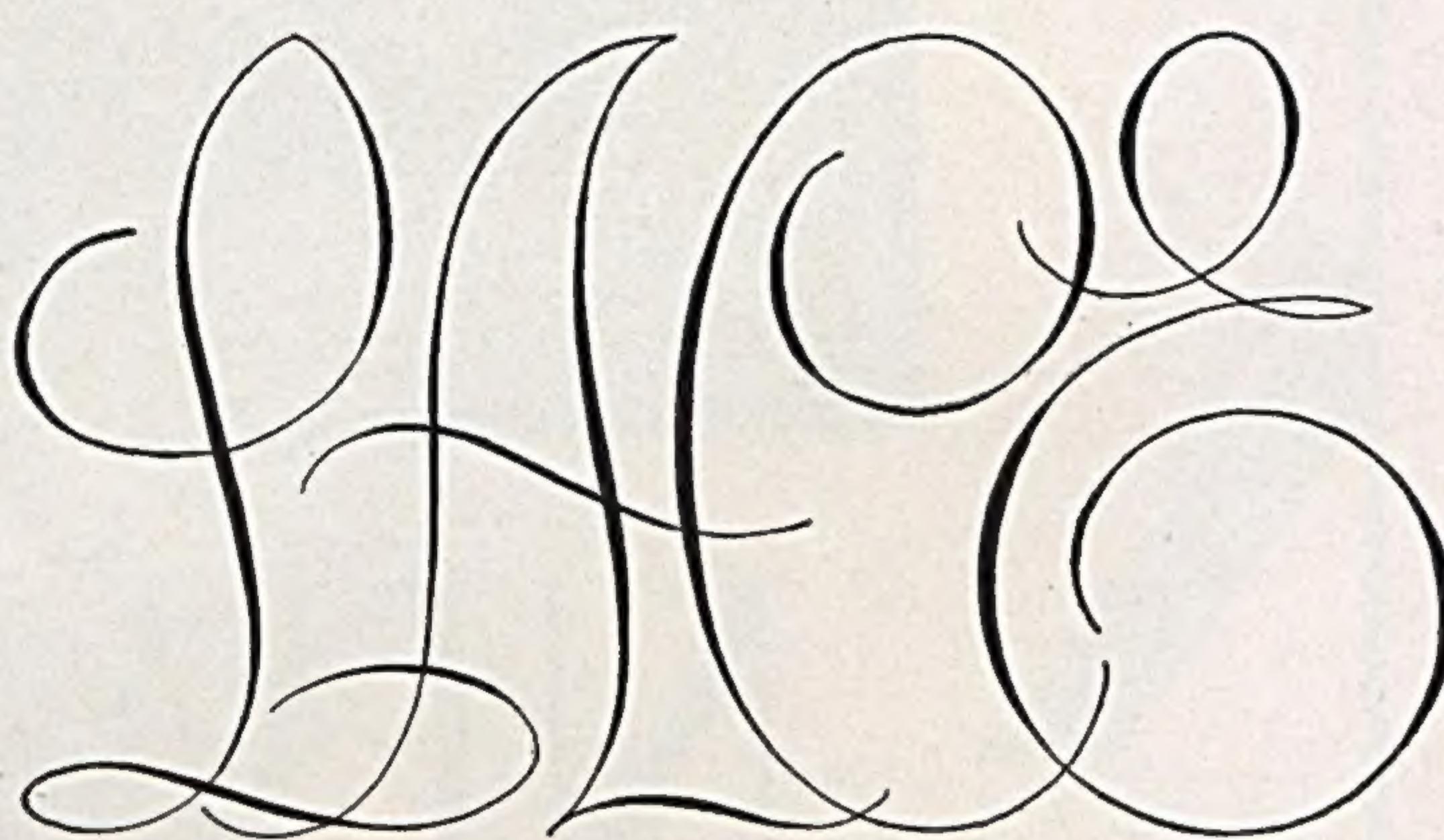
MARY PHILIPS, STAR OF "THE HOUSE BEAUTIFUL"

• Mary Philips wears this adaptation of one of Lucien Lelong's latest models. The linen-like Carrickmacross lace was inspired by a rare old Point de Venise. It can be worn as a smart afternoon frock or, without the lace bolero, as a stunning evening gown, and is suitable for any season of the year. In white and pastel shades, it is sold by these stores and by many others:

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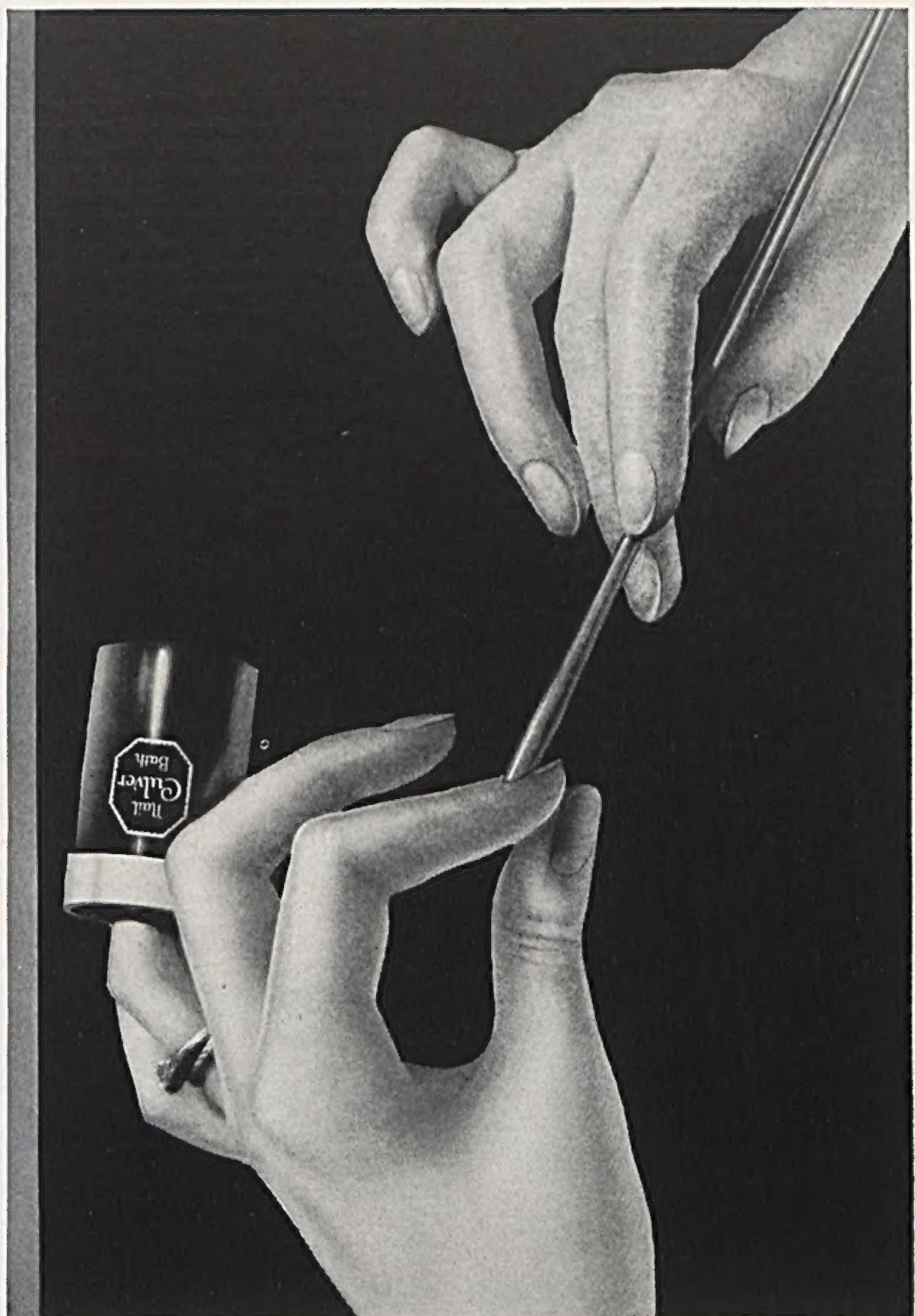


FOR LOVELINESS

WOMAN is ever her loveliest in lace. Elusive, ethereal and vibrantly young in white or pale pastel. Radiant and electric in the more vivid colorings. Worldly and subtly mysterious in black. Knowingly she selects "AFC" Laces. Their patrician loveliness and variety can be depended upon to express her varying moods with smartness and distinction.

THE AMERICAN FABRICS COMPANY, BRIDGEPORT, CONNECTICUT
 MAIN SHOWROOMS—1 WEST 57th ST., NEW YORK

a New Manicure Mode - by Culver



Dainty finger tips . . . flattering . . . with that extra "something" only possible with the Culver Manicure Mode. So quick and so easy . . . even the busiest woman can now have beautiful nails in a few moments . . . and will appreciate the convenience and efficiency of the Culver Manicure Mode.

First, use the Culver Nail Bath which permits the preparation of one finger with Culver Nail Liquid while another is being dressed. No bowl of soapy water is necessary . . . No longer do you need an additional nail whitener or cuticle remover, for Culver Nail Liquid . . . the companion feature of the Culver Nail Bath . . . is an all-in-one manicure requisite and is an exclusive Culver innovation. It not only thoroughly softens the cuticle so that excess cuticle can be readily rubbed off, whitens the nail tip, and completely cleanses the nail, but it is a corrective for brittle nails, and removes cigarette and other stains. It also prevents hang-nails and straggling cuticle . . . Results with either buffing or liquid polish depend on how well the nails and cuticle are prepared. Using Culver Nail Liquid is the best way to insure good results.

And then, to give a glowing, opalescent sheen to your finger tips, finish with Culver Liquid Polish, and you will have the irresistible lustre, so sought after by discriminating women . . . enduring, does not chip, peel or discolor . . . and Culver Liquid Polish is free from "that objectionable odor." For a Super Polish, after applying Culver Liquid Polish, buff with Culver Nailbuf . . . Or, if you prefer a buffing polish only . . . use Culver Nailbuf alone.

If your dealer cannot supply you, we will send any Culver product post-paid on receipt of price.

Culver

LABORATORIES, INC.

3527 LANCASTER AVENUE
PHILADELPHIA, PENNA.



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VOGUE PATTERNS may now be obtained in all of the leading American and European cities. They may be purchased in the shops listed below where one may secure expert fashion advice about personal clothes problems, and see the coloured sketches of all the new models.

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IN ORDERING, state the full pattern number of the pattern you select. When ordering skirts give both the waist and the hip measure; when ordering misses' or children's designs state age.

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The residence apartments of the Waldorf-Astoria are a series of beautiful homes done by world-famous decorators. Three floors may now be pre-viewed. Each apartment is individual and has the privacy of its own foyer entrance and sound-proofing. Tower apartments have the further privacy of separate motor entrance, elevators, concierge bureau...The contribution of the Waldorf-Astoria to 1931-New York is...fine living à la carte...that is, as you please, and when you please. A lease, or arrangement terminable at will. Rentals in scale with present-day ideas...Opening Oct. 1, 1931...Park to Lexington...49th to 50th...New York...Information office, corner Park and 50th. ELdorado 5-3000.

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The New Jefferson. "Where the world meets St. Louis." A hotel of international repute. Famous cuisine. 800 rooms with bath, from \$3.00.

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A booklet of practical interest to both gardeners and travelers is this handy little reprint from the May issue of House & Garden, "Gardens to see in Travels Abroad", by Helen Morgenthau Fox. We have received so many requests for copies of this article that we have reprinted it in booklet form. We'll gladly send you a complimentary copy.

Probably no one could do more justice to the subject than Helen Morgenthau Fox, who, in addition to being a much-traveled woman, is also an amateur gardener of the highest standing. She is a daughter of Henry Morgenthau, whom oldsters will recall as being much in the public eye when he was United States Ambassador to the Sublime Porte, at Constantinople.



The article takes you from Kew Gardens (London, not Long Island) through an array of English, French, Dutch, Belgian and Spanish Gardens, ending with the famous gardens of the Escorial, in Madrid, which last, by the way, recently lost its head gardener.

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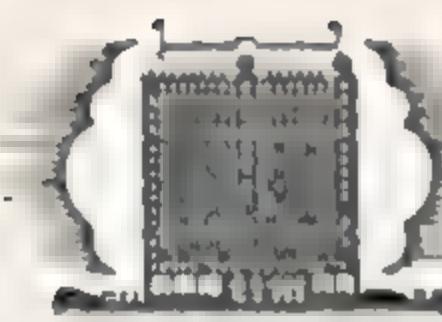
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ONDON still remains the stronghold of tailors, bootmakers, and hat makers, but the haberdashers in Paris are as famous as those in London, and, Paris being Paris, their things are often more interesting and novel. Therefore, the American woman shopping in Paris may find everything she likes, and more, to take back to the men of her family and friends. And she'll probably find something for herself.

The best-known men's shops in Paris are Charvet, in the place Vendôme, Doucet, in the rue de la Paix, Boivin and Sulka in the rue de Castiglione, Hilditch and Key in the rue de Rivoli, d'Ahetze in the Arcades des Champs-Élysées, and Knizé et Cie in the avenue des Champs-Élysées. In addition, there are numerous smaller shops, each with its own specialty. Even among the large shops, each one has some specialty or specialties, and it is from this point of view that the following items are suggested for the Paris shopper.

Charvet is famous the world over for luxurious dressing-gowns and bathrobes, but there are two articles in men's apparel in this shop, particularly suitable to the masculine taste, that are to be found nowhere else in Paris. One is the extra-large, extremely sheer, white batiste handkerchief for evening wear—the smartest of the kind I know—, and the other, the washable printed linen neckties for summer wear.

Doucet has many novelties, but specializes in silk underwear, foulard handkerchiefs and ties to match, and novel leather belts. Silk shirts, initialled mufflers, and rich-looking crêpe de Chine handkerchiefs are features of Sulka; while Boivin is known everywhere for his pyjamas. Every season, he has a new model and always a great variety of colours and materials to choose from. His beach pyjamas, for such places as the Lido, are the last word in luxury and chic and are sufficiently different in cut from pyjamas for the bedroom to make them obviously for beach wear.

Hilditch and Key is a well-known London shop in Jermyn Street, with an equally popular branch in Paris. Their neckties, of course, are of English material and in the English taste, and, as women are notoriously bad choosers of neckties for a man, the suggestions and selections of the

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Besides British Vogue and French Vogue, published in London and Paris, copies of the American edition of Vogue may be obtained in Europe at the following book-stalls:

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PARIS: Brentano et Cie, 37 avenue de l'Opéra; Librairie Galignani, 224 rue de Rivoli.

BERLIN: R. Nettke, 1 Leipzigerplatz, Berlin W. 9.

BRUSSELS: Salon des Modes de la Librairie Dechenne, Passage du Prince (Galerie Saint Hubert).

VIENNA: Hermann Goldschmidt, Wollzeile 11.

ROME: Tito Adriani, Via del Tritone.

salesmen in this shop are extremely helpful. The sweaters, too, are excellent, and the flannel golf shirts, a novelty to replace "windbreakers," are well worth considering as a present for that very difficult "man who has everything."

Doing the Champs-Élysées, one finds d'Ahetze in the Arcades, next to Claridge's, an amusing and very modern shop full of novelties. There are shirts with ties attached, novel bathing-suits, a great selection of washable ties, and materials to be made up into shirts, pyjamas, and dressing-gowns. This shop has a great deal of character, and the models are unlike those found anywhere else. Knitzé, further up on the Champs-Élysées, on the same side of the street, is a handsomely appointed shop on the second floor, full of interesting and luxurious things. There are English hats and sweaters, and particularly interesting are the golf jackets made up in English linens. Other novelties are handkerchiefs and dressing-gowns made of sheer linen printed in the designs and colours of foulards. Also, their scent for men, which is a mixture of tobacco and Russian leather.

As is the case everywhere, to-day, many of the smaller women's shops now carry things for men, and among these are Annek, 14 rue de Marignan, and Hélène Yrande, 9 rue du Boccador, where you can find men's dressing-gowns and similar things. Hélène Yrande makes the famous "Train Bleu" set for men who travel in luxury. It consists of sheets, a dressing-gown, a travelling-rug, and slips to protect suits, hats, and other things from the dust of the train journey.

In mentioning the sources of presents for men, Hermès can not be omitted, for it is one of the most famous leather shops in the world. Lately, this shop has produced a model of combined pocketbook and billfolder, that is little short of genius. Where the pocketbook folds, the thickness of the leather has been cut away to make it less bulky than the average model, even when filled. It's a perfect present.

At a smaller leather shop, Aux États-Unis, 229 rue Saint-Honoré, there is a "bottle bag" for toilet articles (not at all like the usual fitted bag), that has made this shop famous. It is a great find for the curious shopper and, incidentally, will prove as useful to a woman as to a man.

Cartier, as every one knows, has many attractive things for men, but I think there is one article that stands out—a small, enamelled, and gold-plated engagement book, with quarterly fillers and a pencil, which is exactly the right size to put in the upper waistcoat pocket. It becomes quite indispensable to the man who has once used it.

And now—something of more feminine interest. If the glitter along the rue de Rivoli threatens to blind you, and you can't choose your costume jewellery from the bewildering array, let Madame Tchounsky, 31 rue George Sand, show you her crystal lace necklaces. They encircle the base of the neck becomingly and shed a properly subdued brilliance over your aspect. "La Perle Assyria," 13 rue Mandar, specializes in pearls, as you could guess. This shop combines pearls with coral and jade beads and makes up necklaces in those triple and quadruple strands that now make the simple string of artificial pearls look a feeble, adolescent thing. Here, too, you will find the strands of chalky-white porcelain beads that are new and smart.

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The wearing of fresh flowers is an art which has recently lacked cultivation. Vogue suggests corrective measures for this deplorable condition.

There are half a dozen other features which deserve honorable mention . . . but we must stop somewhere. You won't want to miss this next issue. And, just in case you don't happen to be a subscriber, let us add a hint. It concerns the coupon below. Doesn't it look a bit empty?

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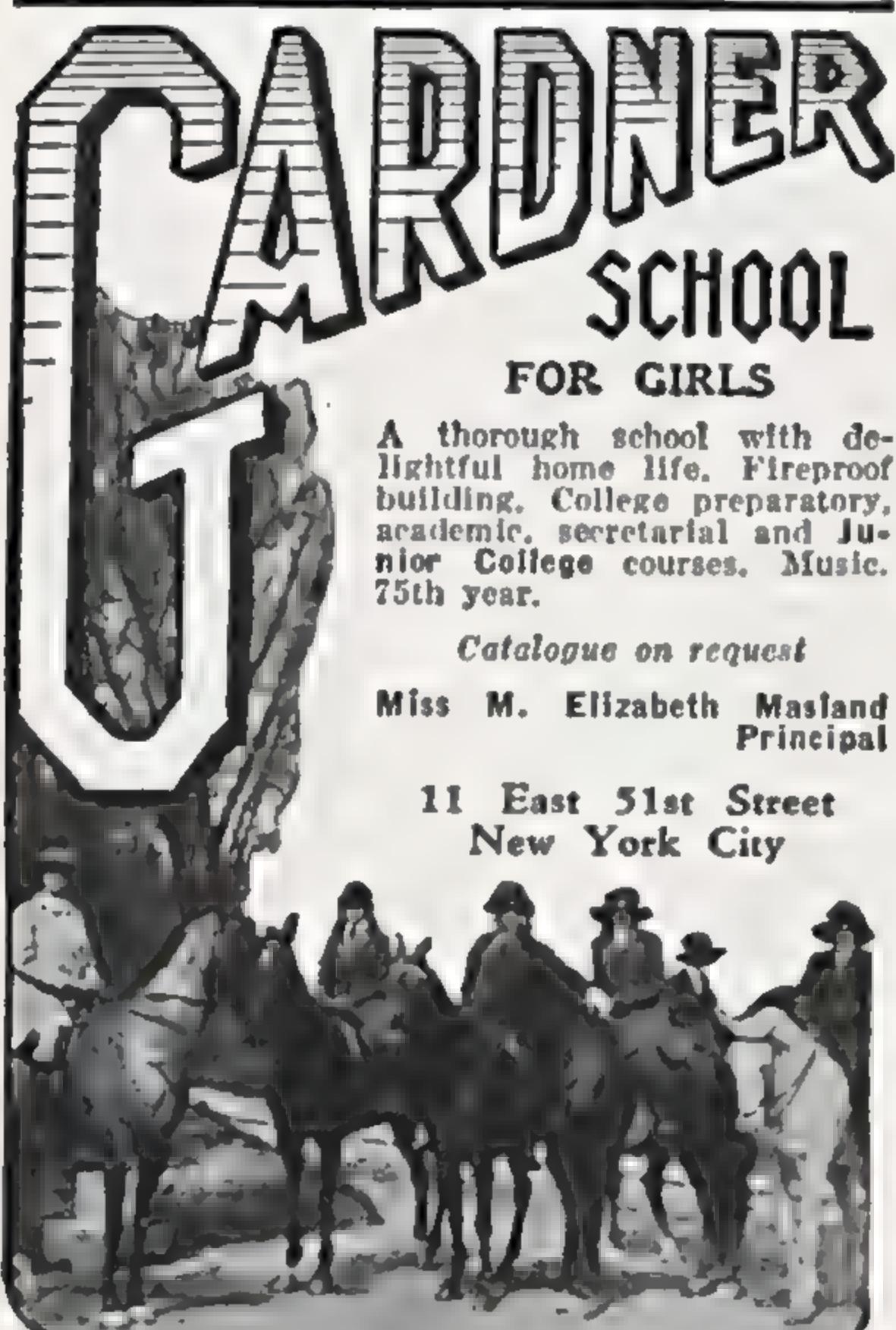
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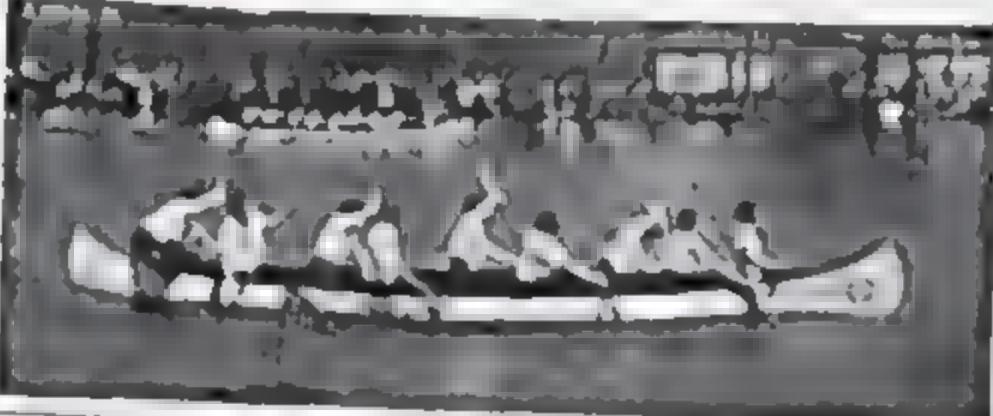
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SOCIETY

BIRTHS

PHILADELPHIA

Lovering—On May 20, to Mr. and Mrs. Joseph S. Lovering, junior, (Eleanor Dunning), a daughter.

Mauck—On May 17, to Mr. and Mrs. Federico F. Mauck (Harriet Foote Taylor), a son.

Reeves—On May 24, to Mr. and Mrs. Lloyd Reeves (Stella McIntire Elkins), a son.

DEATHS

NEW YORK

Biggs—On May 30, Frances Richardson Biggs, wife of the late Doctor Hermann M. Biggs.

Marshall—On May 29, H. Snowden Marshall, husband of Isabel Stiles Marshall.

Schiff—On June 4, Mortimer L. Schiff, husband of Adèle G. Neustadt Schiff.

Wilcox—On June 6, Doctor Reynold Webb Wilcox, husband of Grace Clarkson Wilcox.

PHILADELPHIA

Henry—On May 20, John Jackson Henry, husband of Clara Reeves Jacobs Henry.

Rue—On June 7, Levi L. Rue, husband of the late Mary McCurdy Rue.

WASHINGTON

Cummin—On May 17, Robert Dulany Cummin, husband of Eleanor Martin Cummin.

ENGAGEMENTS

NEW YORK

Lamont-Cunningham—Miss Eleanor A. Lamont, daughter of Mr. and Mrs. Thomas W. Lamont, to Mr. Charles Crehore Cunningham, son of Mr. and Mrs. Stanley Cunningham, of Milton, Massachusetts.

Moore-Warner—Miss Rosamond Moore, daughter of Mr. and Mrs. D. Thomas Moore, to Mr. Ezra J. Warner, junior, son of Mr. and Mrs. Ezra J. Warner, of Chicago, Illinois.

Robertson-Hyde—Miss Mary Williams Robertson, daughter of Mr. and Mrs. Norman Taylor Robertson, to Mr. William Truslow Hyde, junior, son of Mr. and Mrs. William Truslow Hyde.

Robinson-Campbell—Miss Celia Robinson, daughter of Mr. and Mrs. J. Randolph Robinson, to Mr. William Durant Campbell, son of Mrs. M. D. Cooper and the late Doctor Edwin R. Campbell.

BALTIMORE
Powell-Monson—Miss Bettie Northrup Powell, daughter of Lieutenant-Colonel E. Alexander Powell and Mrs. Powell, to the Hon. John Rosebery Monson, son of Lord and Lady Monson, of Burton Hall, Lincoln, England.

BOSTON
Leland-Thompson—Miss Margaret Leland, daughter of Mr. and Mrs. Charles F. Leland, to Mr. William Leland Thompson, junior, son of Mr. and Mrs. William Leland Thompson, of Troy, New York.

LOS ANGELES
Daum-Case—Miss Elizabeth Rose Daum, daughter of Mr. and Mrs. William Howard Daum, to Mr. George Fox Case, son of Mrs. Jerome Wallace Romaine.

PHILADELPHIA
Baird-Bache—Miss Elizabeth Brown Baird, daughter of Mr. and Mrs. Thomas Evans Baird, to Mr. Charles Bache, son of Mr. and Mrs. Franklin Bache.

Kent-Van Aken—Miss Elizabeth Brinton Kent, daughter of Mr. and Mrs. A. Atwater

ENGAGEMENTS—Continued

Kent, to Mr. William Laurens Van Aken, son of Mrs. James Laurens Van Aken.

McKown-Janeway—Miss Claire M. McKown, daughter of Mr. and Mrs. Charles P. McKown, to Mr. Jacob J. Janeway, third, son of the late Doctor Henry H. Janeway and Mrs. Janeway, of New York.

PITTSBURGH

Childs-King—Miss Mary Childs, daughter of Mr. and Mrs. James H. Childs, to Mr. William T. King, son of Mr. and Mrs. Tarrant P. King.

SAN FRANCISCO

Gillespie-Muller—Miss Claudine Cotton Gillespie, daughter of Mr. and Mrs. Albert E. Gillespie, to Mr. Harold George Muller, son of the late August H. Muller and Mrs. Muller.

WASHINGTON

Eustis-Finlay—Miss Margaret Morton Eustis, daughter of Mrs. William Corcoran Eustis, to Mr. David Edward Finley, son of Mrs. David E. Finley.

WEDDINGS

NEW YORK

Francklyn-Kilbreth—On June 15, Mr. Reginald Gebhard Francklyn, son of Mr. and Mrs. Reginald Francklyn, and Miss Mary Culbertson Kilbreth, daughter of Mr. John Culbertson Kilbreth.

Kniffin-Laying—On June 6, Mr. Edgar Aldrich Kniffin, son of Mrs. Howard S. Kniffin, and Miss Agnes Means Laying, daughter of the late James Dawson Laying, and Mrs. Laying.

Kramer-Delafield—On June 20, Mr. A. Ludlow Kramer, junior, son of Mr. and Mrs. A. Ludlow Kramer, and Miss Mary Delafield, daughter of Mr. Edward Coleman Delafield and Mrs. M. Beasley Delafield.

Nichols-Bradshaw—On May 29, Mr. J. Brooks Nichols, junior, son of Colonel J. Brooks Nichols and Mrs. Nichols, and Miss Anita Bradshaw, daughter of Mr. and Mrs. Joseph Bradshaw.

BALTIMORE
Nook-Cocke—On June 6, Mr. Paul Vincent Nook, son of Mr. and Mrs. Wallace Nook, and Miss Louise Wilton Cocke, daughter of the Reverend Henry Teller Cocke and Mrs. Cocke.

Wylde-Winslow—On June 6, Mr. Cecil Irton Wylde, son of Mr. and Mrs. John Wylde, of Boston, Massachusetts, and Miss Emilie Winslow, daughter of Rear-Admiral Cameron McRae Winslow and Mrs. Winslow.

CHARLESTON

Sinkler-Canfield—On June 1, Mr. Huger Sinkler, son of Mrs. Huger Sinkler, and Miss Alida Dana Canfield, daughter of Mr. and Mrs. George Dana Canfield.

DETROIT

Compton-Warren—On June 15, Mr. W. Randall Compton, son of the late Key Compton and Mrs. Compton, of Baltimore, Ohio, and Miss Elizabeth Warren, daughter of the late Benjamin S. Warren and Mrs. Warren.

PHILADELPHIA

Laughlin-Bailey—On June 6, Mr. Thomas Irwin Laughlin, son of Mrs. Harry F. Lippitt, and Miss Louise Bailey, daughter of Mr. and Mrs. James Bailey.

SAINT LOUIS

Seddon-Jones—On May 30, Mr. James A. Seddon, junior, son of Mr. and Mrs. James A. Seddon, and Miss Grace Richards Jones, daughter of Mr. and Mrs. Hugh McKittrick Jones.

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VOGUE

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THERE ARE THREE VOGUES

AMERICAN, FRENCH, AND BRITISH

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BON
VOYAGE

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HOYNINGEN-HUENÉ, PARIS

TALBOT • RÉGNY

VOGUE'S eye view of the mode

FOR a long time, we looked beauty full in the face. Now, suddenly, our interest has veered to the side. The new hats are responsible for our shifting point of view. They plunge one eye, one cheek into shadow and throw the other side of the face into relief. Profiles have become more important than eyes. Features tilt up as a challenge to brims that tilt down.

Silhouettes, carriage, and characters are all undergoing a change. Necks are unmuffled and shoulders smoothed down, the better to set off the tilt of the head. Piquancy is as good a quality as poise. Busts are moulded, and sleeves are often wide; but there is a pronounced tapering at waists and wrists. We are creatures of fine-drawn lines and delicate curves, less like Greek statues and more like the vivacious drawings of Boldini and Toulouse-Lautrec. Something of the effervescent spirit of those days animates our looks.

New hats mean new coiffures; something different must be done with the hair

at the sides. The newest movement sweeps back, ever so gently, away from the face. It follows, in general, the backward, upward sweep of brim that discloses one side of the head. The ends merge into the hair at the back. The temple, the curve of the cheek, even the tip of the ear come to light once more. We discover enchanting angles in our faces that we have much too long ignored.

Make-up is put on with a new touch. Rouge is made to disappear, imperceptibly, into the sides of the face. The hair-line will be much more effective if stamped against clear white. Lip rouge is applied with special attention to the corners—on some lips, they should be accented, on others, they should be allowed to sink away. The corner of the eye and the end of the eyebrow are ever so discreetly prolonged, according to their natural trend, to emphasize the clear-cut imprint of the face and the contour of the cheek-bone.

A great revolution has taken place in millinery, and it is going to affect not only the shape of our heads, but our types, as well. Before you buy any more berets, before you invest in more summer make-up, before you take a single step forward in any branch of fashion—stop a minute. Beauty and the mode are both in a perilous stage of transition. Read this number from cover to cover with great care before you commit yourself.



CECIL BEATON

Mrs. Allan A. Ryan, junior

The lovely Mrs. Allan Ryan, formerly Miss Janet Newbold, was one of the great beauties of Washington when she came out and is now greatly admired in New York. She lives on Sutton Place. Her husband is keen about sports, and she has a baby daughter who bids fair to be as devastating as her mother

MIMEOGRAPHED BEAUTIES

By **Cecil Beaton**

WERE we to meet Cleopatra at a cocktail party, I am rather afraid that we would not consider her so hot a beauty. We might not even notice the Gunning Sisters if they were reincarnated, and poor Emma Hamilton might easily stand the chance of being given the boot when asking for a job on the cinematograph screen. But, in their heyday, these goddesses postured delicately, but firmly, on the tallest pinnacles of fame. They were considered the epitome of all that was striking, exciting, and covetable. They had their myriad imitators, their countless editions, their innumerable understudies, and their influence swept to the four corners of the earth.

The schoolgirl copies the village beauty, wears the same sort of belt and butterfly brooch, and tries to acquire the same walk and haughty demeanour. Even though the village beauty's nose might be considered too bulbous elsewhere, she holds complete sway in her own domain. And when a woman of exceptional beauty possesses a striking taste and personality of her own—and this is indeed a rare phenomenon—the influence is bound to be wide-spread. Little dairy-maids and scullery maids imitated the curl which casually fell onto the alabaster shoulder of Queen Alexandra, and in the days of wine-glass waists, technical terms, and soubriquets, of palms, King Edward, and Oscar Wilde, every woman with any pretence to looks emulated as well as she could Mrs. Langtry, the Jersey Lily. Her photographs were bought in thousands; in imitation of her, hair was worn in a Grecian bun, figures were encased to be the same shape as hers, and the enthusiasm and interest inspired by her were brought to such a pitch that she was mobbed wherever she went, at theatres, shops, picture-galleries, and balls. Her fame is everlasting, her name a legend.

Then came others whose influence was less universal, perhaps, but who also had their share in changing the appearance of the ladies of their time. The classic head of Cléo de Mérode, hair parted in the middle and looped low over each ear, was reproduced by sophisticates who had seen her in Paris. The beruffled Florodora girls had their prototypes on every lawn. Every one took *Punch* in order to copy the proud aquiline beauties of Du Maurier. Heads began to be held high. Duchesses and parvenues sailed into ballrooms with a stately, willowy grace and looked over the bridges of their noses in a pre-Raphaelite manner.

The next real symbol of beauty was American. It came with Mrs. Charles Dana Gibson, the original of countless Gibson Girls with straight swan necks, curved robustness, and well-groomed smartness. At one time, only Gibson Girls were admired. To be pert, petite, and piquant was

to be in a poor way. Gibson Girls could be seen everywhere, walking on the esplanade, by the sea, lying in hammocks in the gardens of boarding-houses, running into Forsythe's or McLaughlin's in New York to order new made-to-order shirt-waists.

For a time, débutantes tried to copy the husky tones of Ethel Barrymore, and a few others strove after the fiery beauty of Maxine Elliott. A little later, in the small towns, Mary Pickford's golden curls began to be reproduced by the thousands. Simultaneously, in city boarding-schools, all the little girls tried to coax their locks into the soft wave of Elsie Ferguson.

But it was not until Mrs. Vernon Castle appeared on the scene and swept the world with her fluid elegance that any important Venus rose to show significance. Here was a revelation, here was discovered a new grace that in comparison shamed the more classical beauties of old. Here was suddenly discovered a new system of movement, a new flow of line—arched back, raised shoulder, lowered chin, stomach unexpectedly protruding. The influence of this slender reed swept Europe and America like a hurricane. Just as it had been essential for Venus to have long hair mercilessly brushed high to meet the overwhelming hat, to have whalebone collars, a governess-straight back, a



MRS. LANGTRY, THE JERSEY LILY

poitrine, now every one had eyes only for Mrs. Castle's boyish figure, sloping torso, arrow legs, little Scotch caps, and voluminous chiffons bound with Lucile's pink, mauve, and blue-green satin ribbons. Mrs. Castle snipped off her hair. Every one snipped off her hair. "Keeping up with Mrs. Vernon Castle," wrote *Vogue* in 1914, "is more exciting, the further we go. Last year, it was sideboards, top-hats, hip pockets, and tulle masks—we took the hurdles with her, one and all. This year, she takes a stone wall, appears with her hair bobbed, and obediently over we go."

Castle, Castle, Castle. Castle House. Castles-in-the-air in the heart of the city. Castles-by-the-sea out on Long Island. To the new rhythms of *Alexander's Ragtime Band* and *Too Much Mustard*, every one began to do the new steps—the Castle Walk, the Maxixe, the Hesitation, the Lame Duck, and the One Step, varied with intricate steps like the Grape Vine.

It was a long time before the excitement subsided, before the Castle epoch gave way. After a brief post-War flutter in favour of a nameless type—who shimmied and parked her corsets at the Biltmore dressing-rooms and wore her hair winged out on the side with "cootie garages"—came the flapper proper, the *garçonne*, the jazz baby. No one was entirely responsible for this phenomenon. Only twentieth-century America could have produced her. She sprouted suddenly overnight upon the American scene and multiplied with incredible speed. An age of diminutive and slightly comic little blondes and brunettes, like the pertest ventriloquist dolls, irresistible, attractive, with their



THAT MYSTERIOUS WOMAN—DIETRICH

natty sailor suits, bibs and tuckers, short vamped shoes, little-boy collars, shingled heads, wispy fringes, and legs eternally knock-kneed in Charlestons. There were Anita Looses, Clara Bows, Florence Millses, Colleen Moores, and John Held, junior, babies on every street corner. How different this little pocket edition of beauty from the well-built belles that were so much admired in the Gibson days!

At just what moment it became beautiful to be burned black, to use mulatto powder and dark red lip salve, is questionable. It was only that all at once beauty became barbaric in the African tradition. Could it have been Josephine Baker, then alighting on the stage of the Folies-Bergère in her bananas and diamonds, who was the inspiration for the far-flung use of the sun-ray lamp, for dusky make-up, and even such extremes as iodine baths?

And who is it that is placed upon the pedestal of reigning beauty to-day? Whose face is it beside her that the little skivvy sees when she looks in the attic mirror? Whose face beside her own does the dowager see in the cheval-glass of the royal suite? Is it not Greta Garbo's? Are not Garbo's eye-lashes affixed mentally to the lids of governesses, typists, chorus girls, and soda-fountain attendants? This strange, mysterious creature who appeared in film plays as a vampire, who wore clothes of the kind known as sophisticated, has insinuated her way into the consciousness of every fashionable lady who is bent upon looking her best. The long, slit eyes, the clearly defined skull, the fine eyebrows, the broad, rangy shoulders on the slender body, the young, world-weary look under her drooping lids. Of what use is it to look like a naughty little boy any more? Of what avail all those cute little flapper tricks, compared to this girl's languid grace, or a good shingle with the neatest of points to a *nuque* filled with loose curls? The stock of wild-rose cheeks goes down, and anæmia soars into fashion. Ten thousand faces become pale and interesting, auras become *fatale*, appearances *soignée*, and Garbo reigns supremely oblivious, in spite of another mysterious woman—Marlene Dietrich, who is as chic, with her hair tangled, and who bids fair to being the next mortal to be mimeographed, the next to achieve the immortality of being a lady whose beauty has influenced the world.



THE GREAT GARBO



MRS. VERNON CASTLE

CECIL BEATON

Here are two of the beauties who influenced the world—ladies who created types that spread like the measles. In the early nineteen hundreds, the Gibson girl launched a thousand hips, and there were a million well-groomed and bepompadoured Gibson girls all over the country. Just before the War came the epidemic of Irene Castles, when suppleness became the feminine ideal and bobbed hair began its long, successful reign



THE GIBSON GIRL



Party in a penthouse

LANVIN-BENDEL • CHANEL-VERBEN

AS SEEN BY HER

In and out of New York

"**H**ER" is spending this summer commuting from New York. Commuting is an expression new to the English ear, but extremely pleasant in its execution. You both eat your cakes and have them. You have New York, its star-striking buildings, its ice, its swimming pools, its hair-dressers, and its guests from other countries; and you have the very ripe green countryside all about, where stars of both worlds, stage and society, have country houses.

The house-party that I went to at Sands Point included many thrilling people. We sat down thirty-two to dinner. Gold plate, with iris and lilacs, was the decoration of the table, which had a thick lace cloth over gold, gold-and-white porcelain plates, and gold glasses. The famous architect, Maurice Fatio, who has built so many of the new houses at Palm Beach in the past few seasons, sat two seats away from me. And another architect, a handsome Dane named Mogens Tvede, explained to me that the houses of Mrs. Vincent Astor and Miss Janie Sanford, both of which I thought to be Georgian, were built only yesterday and that his father, on a visit here not so many years ago, remembered going up Eightieth Street, a sandy lane, in a buggy. He told an amusing thing about the City Hall—that it was built to face north and had its rear wall only of brick, as the New Yorkers thought no houses would ever be built north of it! Now, all the world goes norther and norther!

At the same party, Irving Berlin played with wild and tragic eagerness and sang in his voiceless, but thrilling way his two new numbers, which I am willing to bet will set the world on fire pretty soon. Mr. and Mrs. Bradford Norman were there, too, Mr. Norman doing prodigious things with what really seems a simple and almost pleasant diet. And there was Mr. Hermann Oelrichs, who seems to me a brilliant man; he has read every book in the English language and owns *more* Panatropes! He talked to me fascinatingly about Shelley and swimming. His wife wears the best chinoiserie pyjamas I know and has the best real Titian sun-bleached hair. How tired I am of the Hollywood green-blondes and pink-reds. Such hard luck on the natural-tinted ones.

Near-by, Mrs. Tommy Hitchcock has a delightful bungalow, really a portable house and right on the beach.

Mrs. Reredon Havemeyer is among those lucky people who have house-boats on which to sail from port to port, entertaining and being entertained. One of her recent landings was made at a large house near Port Wash-

ton. She brought with her Mr. Merton Powell and Mr. Stuart Carstairs. Mr. Powell sometimes takes a professional engagement on his Sunday visits, and quite rightly, for, once at the piano, he is never allowed to rise again. His greatest friend tells a story of how, when he was engaged to play on a yacht of great luxury and beauty, he discovered that the piano was badly out of tune; he mentioned it to the friend, but not to the hostess. When he arose to practise, the next morning, to his enormous surprise he found the piano had been tuned in mid-ocean. The hostess had wirelessed for a tuner, who had arrived at an early hour by motor-boat—and that was that.

Mr. and Mrs. Vincent Astor's yacht, which sailed recently, took with it many of the *jeunesse dorée* of New York. Mr. Astor has rented his delightful chintz-trimmed house at Port Washington.

Back in town, I saw Mrs. Howard G. Cushing (Mary Ames), and her sister-in-law, Mrs. George C. Clark, junior, who was Lily Cushing, lunching at Robert's. I am told that Mrs. Clark will be (if she is not already) a great painter. These sisters-in-law are both very young and lovely.

Mrs. Hearst was at the Colony in a dotted organdie shirt-waist, which every one is affecting now. And Miss Billie Burke, on her way to California, was ravishing in a sprigged printed frock. Mrs. Tiffany Saportas wore a Mary Stuart hat with a widow's peak. Mr. Lytle Hull, who is still the best-looking man in New York, was there, too, and Count di Frasso. And Mrs. Borden Harriman, handsome in blue, fresh from Washington, was up to attend her daughter's rehearsals at Mr. Ziegfeld's theatre.

Speaking of the theatre, I was interested to hear that Mrs. Frederick McLaughlin (Irene Castle that was), of Chicago, spends her life rescuing dogs and, on her many acres at Lake Forest, makes them happy and comfortable until they find owners. Also, she doesn't leave the owners alone, but sends scouts out to see if the dogs are well treated in their new homes—an ideal job, don't you think?

At Helen Morgan's Club, past midnight, all was very attractive and gay. Mr. "Buzzy" Warburton was to be seen—and believed—with his flower-decked bride, the former "Babe" Pierce. Mr. Sydney Smith beamed, and Kay Leslie, dark and rare, sat with Mr. Jack Chaqueneau, whom she has since married. I watched with a thrill Mr. Cosden dancing with Claudette Colbert (or was it Mrs. Jules Glaenzer?). Which reminds me that Irene Castle said Mr. Cosden danced better than any man she had ever seen or danced with—with, of course, one notable exception.

The Glaenzer party was arranged on the roof of the Saint Moritz. A pale blue illumination from an arc-light vaguely lit up the small tables, but (Continued on page 94)

* The lady at the left in the photograph on the opposite page wears a perfect penthouse costume—Lanvin's flattering white satin jacket and black satin evening dress; from Bendel.

* Plain, bright rose-red chiffon is a striking note at a party, as seen against the mixed colours of other women's dresses. Chanel uses it most effectively in a dress with long, wing-like sleeves; from Verben. The jewels are from Marcus



BERGDORF GOODMAN

IN PRINTS

Say it with flowers or polka-dots

The skirt of this dress has come to the parting of the ways and joined the pyjama clan, while the bodice is largely a matter of a long pointed scarf that stresses the high décolletage in front and accents the bareness of the décolletage in back. It's made of clear blue, green, and rose printed chiffon, with a rose velvet sash knotted at one side. Jewels from Marcus



VERBEN • MAINBOCHER—HATTIE CARNEGIE

STEICHEN

Fashions may come and fashions may go—but printed chiffon holds its own for summer evenings, for there is nothing cooler, nothing so wearable at so many kinds of occasions. This enchanting frock is made of a chiffon with lace-like splashes of white against a background of pale chartreuse-green, and it has a flattering, draped neck-line and a graceful, diagonally cut skirt

Here is a printed chiffon gone sophisticated—in brown with coral polka-dots. Mainbocher designed it and put a coral velvet ribbon at the waist-line and looping the deep décolletage in back. It's a perfect dress for a party in a penthouse, or at the country club, or, in fact, for any of those informal evening parties that are the nicest part of summer. Jewels from Marcus



LANVIN-THURN • LUCILE PARAY-HATTIE CARNEGIE

The cool chic of white chiffon

So cool, it seems to float—this white chiffon frock, "Idole," with its skirt of low rippling fulness and its fluttering panel scarf. Like all good scarfs, this one grows out of the dress, beginning at the waist-line and winding round the neck. It half hides the striking necklace-like beading that shades from black to white

More white chiffon—for nothing is cooler in summer. Another scarf—for nothing is more becoming. In "Citronelle," the scarf curls out from the back and rolls over the shoulders into a bow, and the skirt is a multitude of tiny pleats. The bouquet at the waist-line is an old-fashioned bunch of white violets



GERMAINE LECOMTE—JAY THORPE • IRÈNE DANA—BERGDORF GOODMAN • AUGUSTABERNARD—BENDEL

The bold accent of big prints

The bolder your print, the better for evening. Large autumn leaves are lovely on a fluttering crêpe dress in brown and yellow, and the plain yoke at the top is new and chic. Of course, there's a scarf—or you might call it a cape—and, of course, there's intricate cut to mould the hips. The designer calls this "Flora"

You might think these yellow flowers were painted on, if you weren't told otherwise, because they are so cleverly disposed in the background of black chiffon that makes "162." The design at the front of the skirt makes the wearer seem divinely tall. As for the bodice, one side decides to be a scarf—and so it is

Autumn leaves again, this time on black-and-white chiffon. They are outlined by jagged cut at the front of the bodice, and slanting folds give flattering side fulness to the skirt. This dress, "484," is of the endlessly useful type that you can wear for a dozen different kinds of occasions on summer evenings



STEICHEN

Before

BEAUTY IS AS BEAUTY DOES

BEHIND scenes, at sometime or other, even the most devastating beauty looks somewhat like the lady in the photograph above. The wonder is that this same wraith in cold-cream, in less than ten minutes by modern dressing time, can turn into the vision on the opposite page. Some of the great miracles of life are hidden in little pots of cold-cream, tiny jars of rouge, or the twist of a tortoise-shell comb. Beauty, to-day, is very much what you make it—as these before-and-after pictures illustrate.

Beauty always has to struggle a bit for its existence in summer, for even our fairest beauties wilt somewhat beneath the heat. And those of us who are marooned in town, or have to come back and forth from it during the days when the temperature soars and soars, know that a shine on the forehead and streaking powder on the face are not things that enhance our appearance. We can't keep the temperature down, but there are certain tricks that we can utilize to keep our appearances up in the matter of seeming cool and serene.

One of the first and most general of these is to lighten our cosmetics, not in number, necessarily, but, certainly, in amount and texture. Nothing looks hotter than too much make-up, and rich creams and heavy powders and lotions give a sticky feeling. Furthermore, no matter how much you may be attached to some favourite preparation from long usage, you will be amazed at the variety of excellent substitutes that are particularly adapted for summer months.

Foundation creams are an example of this. If you use one during the summer, be sure to get the lightest, most delicate kind you can buy. Helena Rubinstein has had a veritable inspiration in this direction, in a complete new group of summer beauty equipment, and one of the items is exactly such a cream, the Sun-proof Beauty Foundation, which is ever so light and fine, doesn't get sticky beneath the sun, wards off a sunburn, and makes you beautiful, as well. Women who have never used a finishing preparation before have adopted this new cream to keep the dread shine from their noses. This is supplemented by her Sun-proof Beauty Powder, which contains ingredients to counteract the sun's rays. A box of this (which appears on page 38 of this issue, together with the smart little loose-powder case next to it) and a jar of the cream will see you through the summer, a practical point not to be ignored in this particular era. A new water-proof paste rouge that blends with every colouring makes this Rubinstein group something you don't want to be without this summer.

Some powder foundation is really essential, if you expect your make-up to stay smooth and even in hot weather in town. If you haven't used any before, you will have a marvellous time with one of the liquids that leave your skin cool as a rose petal and entirely refuse to let the powder go on unevenly. These are light and cooling, not at all artificial looking. Coty's Skin Lotion and (Continued on page 90)



After

STEICHEN

Here you see a young lady caught in the act of making up to beauty. The transformation is taking place in front of a chic mirror-glass dressing-table. The three-sided chromium-backed mirror is marvellously revealing, and the good clear light helps her practical reflections on beauty; from the Arden Studios. Jewels from Mauboussin

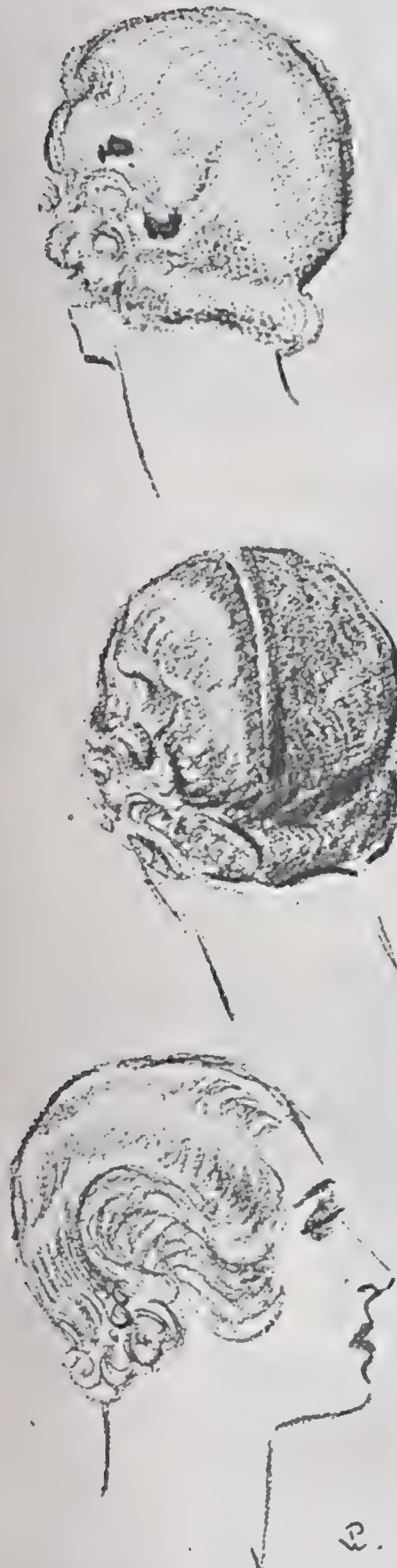
Reflections on good grooming



Coiffures by the Coiffure Guild of New York

These are impressions made by Vogue's artist of coiffures arranged by the Coiffure Guild of New York, which numbers among its members many of the leading hair-dressers of the country. These coiffures are primarily suited for evening and are of the type that the hair-dresser creates especially to suit the individual

In these coiffures, every type of hair has been treated—long, short, semi-long, for the older woman and the young girl. The youthful coiffure at the upper right was done with white hair. The romantic arrangement at the upper left was made with one of the little coronet braids that are described on the opposite page



HEAD-LINES

That lead to chic

THIS new longish hair—you've probably muttered to yourself—is a hair-raising nuisance these warm summer days. You may be in love with the curl-flattered face your mirror throws back, but, when you get down on the beach or out in an open boat and a high wind has done its work, you wonder if you don't look more garbled than Garbo-ish. And so you argue with yourself—whether to slaughter the innocent locks and go back to the barren wastes of a 1929 hair-cut or go on curling and curling and curling. Not very happily—and certainly not very smartly—you reach an *impasse*.

It isn't as much of an *impasse* as you think. The chances are that your curls are too many and too thick and too long. You've made a mistake and let your hair get long instead of just longish. You probably have thrust in a few hairpins. The thing to do is to take yourself back to your hair-dresser and let him set to work thinning and snipping.

The ends of your hair should seldom exceed two inches in length—just enough to turn up into a tiny, smooth, close roll at the nape of the neck. Nine smart heads out of ten will have such a roll, this summer. It really is a baby roll, compared to the one you wore in the winter. You should be able to take this coiffure out into the wind or water and make it look trim with one sweep of the comb. Not a single hairpin should be necessary to make it lie down and behave.

Something else has happened to bring this simplification of the coiffure—the new Empress Eugénie hat. This tiny hat that tilts down over the right eye and sweeps up and exposes all one side of the head demands a trim, neat coiffure. You can't have a hair out of place. The side curls—instead of being allowed to hang thick and heavy over the ears—must be brushed back ever so gently from the face, revealing a dazzling line of temple and cheek, and bringing the tip of the ear to light. The ends merge into the hair at the back, and your profile suddenly takes on a new glamour.

The fundamental step in achieving this much simpler coiffure is, of course, thinning your hair. If you think that you have already been wearing your hair modelled to your head, you will be amazed at the amount of cut or shaved hair that you will find lying on the floor when your hair-dresser has finished with you. The shape of your head must be clear to all beholders, your hair must be brushed smoothly across the crown—preferably from a low side part—and the small sleek coiffure must be preserved at all cost. Remember, too, that one thinning won't make a summer—the process has to be continued at regular intervals.

Nothing in the world looks more like a motherless child than a roll that is unrolled or curls that are uncurled. So, you must keep a good permanent wave in the ends of your hair all of the time. All this snipping and thinning seem to make the life of a permanent wave very short—but did you know that a good hair-dresser can put just a few extra permanent curls into this back hair in the brief time that it takes the front part of your hair to dry after a water-wave?

When you go off to camp or the woods, a million miles from nowhere—this briefer length of hair, once permanently waved, isn't such a chore to care for yourself. To help the cause along, you can get little double bone hoops—like half-moons—over which to roll the back hair. You can wear them at night or all day, and they guarantee a smooth roll.

Some smart coiffures vary the smooth back of the hair above the little roll by unusual partings. One amusing way is to have the hair parted straight down the back, then turned up in two close rolls that meet. Another is to have an asymmetrical parting in back, with one section parted off at an angle from the other, still turning up at the ends in the inevitable roll. If you want to create a complete change for evening, there are narrow, separate little bandeaux, or braids, of hair to circle the head—all very trim, and smooth, and soignée!



MARTINUS ANDERSEN

New summer resorts for beauty

- Lower row: Harriet Hubbard Ayer's new mascara case. Ybry's lipsticks, with cases in costume colours
- Second row: Helena Rubinstein's Sun-proof Beauty Powder (large box and loose powder-case) and waterproof cream rouge, in decorative cerise and surf-green containers. Yardley's attractive flat compact with the new "Orchis" fragrance. Harriet Hubbard Ayer's twin pots with metal tops for manicure preparations
- Third row: Caron's rouge and powder, compact under stretched silk. Lesquendieu's "Eclador" Almond Cream. "Asphodèle" and "Lotus d'Or" perfumes; Lenthéric salon
- Fourth row: Kathleen Mary Quinlan's smart new "Freshen-Up" kit. Guerlain's huge glass bowl for talcum powder. Elizabeth Arden's new Ideal Sunburn Oil
- Top: Jean Patou's "baby" perfume bar for "mixing your own." Lelong's fragrant pulverized bath salts

WHAT THE FRENCH CALL SOIGNÉE



THOSE marvellously soignée women who you see at a party in Paris and never, in quite the same state of perfection, anywhere else in the world —how do they do it? They are the same women to be seen, often enough, in New York, in London, at Cannes. But it's in Paris that you realize how flawlessly lovely they are. Something in the atmosphere of the city—the serene beauty of the streets, the leisured pace of life, the concentration on Woman and her looks—induces a polish, a finish that sets the woman in Paris apart.

The arrival of a smart woman at a party in Paris is like the entrance of an actress on the stage. She comes in with distinction and bearing and is, for the moment, the centre of all eyes; for Paris parties are never jammed. She has to pass in review before the most critical audience in the world—an audience that notices and passes judgment on every detail and that is unlikely to forgive anything slipshod. She has to study her rôle—her rôle of being well dressed and well groomed—as thoroughly as an actress studies hers. She does it, she survives, and she triumphs. But how?

No one, to-day, can be bothered devoting a whole lifetime to the pursuit of any ideal of beauty. There are too many interesting things to do, and the woman who makes the perfection of her appearance her life-work is apt to turn into a dreadful bore. But the smart international who spends part of her time in Paris seems to have evolved a method whereby she manages to get around and still keep the patine of perfect grooming intact. The secret is a little American organization combined with unflurried French deliberation and a seriousness of purpose.

The great point is that she won't be hurried. And this she learns from the French. She will have fittings in the morning, go on to lunch, and after that to an exhibit; but, between tea and dinner, she will go home and collect her thoughts and compose her soul in peace. She will let the cocktail party go, rather than take a chance on dashing out to dinner with a stocking out of alignment and lipstick smeared on her teeth. She goes home, and she lies down—unless she is very, very young. The servants are given orders that no telephone message is to disturb her.

On coming in from tea, she has gone religiously through the rites of removing *maquillage* and getting her skin in a receptive condition for

the easy application of the next make-up. She has put on the creams that liquify and dissolve all the dirt out of the pores and then toned her skin with a tonic. Dr. Payot, in Paris, has a new skin tonic, called "Tonique Printanière" (Special No. 2) that is marvellous for stimulating the circulation and sloughing off dead skin. Before she takes to the chaise longue, she pats in a little skin food or lubricating cream so that her face will have as long as possible to get smooth and soft and firm.

She knows that nothing in the world will make her feel so weary as the reflection of her own eyes in which the sparkle is dimmed. Usually, the eye lotion that is part of her favourite line of preparations will take away that dull and tired look, but, if she has strained or burned her eyes by exercising in the sun or wind, she goes about the matter seriously and devotes the first fifteen minutes of her rest hour to their cure. She finds Eleanor Adair's special eye treatment—well known in Paris—of enormous help. The oil for the tissues around the eyes and the eye wash take only a minute or two to apply, but the hot compress, of Oriental herbs, stays on for a quarter of an hour, after which her maid saturates a wad of cotton in the eye tonic, making a cold compress that stays on as long as she is resting. If her days are crowded and she feels that she is not getting enough exercise, she cuts short her nap and has a thoroughgoing, all-over massage.

To keep the patine of perfection from cracking and letting in any dirt, the groundwork has to be very firm and smooth. "Be clean, and you'll be beautiful" she recognizes as a very good motto, provided you don't go at yourself with a stiff scrubbing-brush. For that reason, she is very careful to have her bath water just right. If even the gentlest bath salts happen to make her skin the least bit prickly, she substitutes Dorothy Gray's refreshing Bath Oil that has a spicy eau de Cologne fragrance.

Whenever possible, after washing, she rubs cream into her hands and rubs down her cuticle with a cuticle paste or oil. She knows this means more time saved on manicures. She likes the lemon cream for the hands and the cuticle oil that she finds at the salon "Esthetic." It's the work of a moment to keep the cuticle constantly in subjection by pushing it down when you rub on the cream or oil. And an emery board run lightly around the tips of the nails keeps away that rough and scraggly look, without spoiling their professional shape. Some of the best manicurists in Paris, by the way, use pumice to narrow the nails in the (Continued on page 92)





NO. 887 FROM HATTIE CARNEGIE

NO. 883 FROM BONWIT TELLER



NO. 905 FROM BONWIT TELLER

**FOUR PROPHETIC
MODELS
FROM CHANEL**

Here is a resort for resorts—"887," a cotton suit with naïve pink and blue flowers blossoming on a white ground. It has that curious combination of sophistication and youth that goes with a Chanel tailleur. The blouse is of white batiste

And here is a cotton pyjama, "797," that looks like a pyjama. The coolie trousers resemble candy sticks, with green, white, and pink stripes. As for the pink jacket, it is treated to tailored lines and has Chanel's wide notched revers

Chanel has been threatening to do it! And now comes—"883," an evening dress of washable linen, like your grandmother's hand-woven sheets. It clings, falls in soft folds below the hips, and the black cut-out flowers cluster around the edges

Everything interesting in the autumn mode happens above the waist. This new feeling for bulk shows off to perfection in "905," a wrap of turquoise-blue velvet with huge sleeves, encrusted mink cuffs, like muffs, and a rippled flare



MR. R. C. WINMILL, MRS. FREDERICK DICKSON, AND MR. WINMILL'S ZEBRA



MISS VIRGINIA THAW



MR. AND MRS. BARCLAY WARBURTON, JUNIOR, AT BELMONT

RAIN or SHINE

At the races

JUST as we know that the best hams are from Virginia and that the best French is spoken in Touraine, so we accept England as the authority on the kind of clothes that look right at race-meets. At other times, we may mimic Oxford accents and speak slightly of British female ankles, but when we motor down to the Maryland Hunt Cup, out come our trench coats, our Donegal tweeds, and many another garment of English sporting tradition. And even at Saratoga, when days are hot, chiffons and big hats appear, as at Ascot. When Belmont opens, if it's rainy, we go tweedish, or, if it's fair, we wear worsted suits and calf pumps that might grace Goodwood. Newmarket boots have it all over more civilized shoes for pure chic at a rough country point-to-point. And belted rain-coats, or ponchos, plaid linings, hats one step removed from those we ride in—these things make your race day for you. The English tradition holds true in any place where horses are running. To be smart is to be in the picture.



LADY CROMWELL AT THE RUGBY RACES



MRS. JOHN HAY WHITNEY



MRS. RODMAN WANAMAKER

BELLOW OSPORT & GENERAL, LONDON



MISS NATICA NAST, MR. R. V. RUXTON, IN MARYLAND



MR. TAYLOR HARDIN, MISS MARY WHITNEY (ABOVE, RIGHT) MRS. LODER

CHAISES LONGUES



EMELIE DANIELSON

At the left, siesta on the grand scale—against a tremendous oyster-white screen with pale chinoiserie designs, an old Venetian chaise longue, done up in sage-green satin serge with moss fringe and wood-work to match. It suggests at once big, high-ceilinged rooms and a life in which leisure is no snatched snooze, but a fine art; from Syrie Maugham, Inc. The hand-blocked pongee throw and pillow with green taffeta borders are from Bergdorf Goodman

Below is a beautiful little Directoire chaise longue painted antique-white and upholstered in aquamarine moire silk; from Diane Tate and Marian Hall, Inc. The tea-gown, worn by Miss Jean Barry, is one of those lovely evanescent creations of Jessie Franklin Turner, of white crêpe romaine with green grapes and leaves at the waist, giving it a cool, pagan quality, half-dryad, half-Bacchus. Jewels from Mauboussin



STEICHEN



Covered in that smart tiger-skin velours, technically Louis XVI., but in reality one of those period-less bits that fit with everything, this chaise longue is perfect for the rather tailored lady and not too fragile for man; Elsie de Wolfe. Black seal throw, lemon silk lining; Revillon Frères

Another (upper right), covered in bois de rose satin, is feminine, but not too feminine for a living-room, and it is refreshing if you are bored with that eternal triangle of fireplace, sofa-set-at-right-angles, and armchair; New York Galleries. Pink taffeta throw, silver-quilted; Kargère

Victorian (right), made modern by painting its swirls white and doing its old-fashioned tufts in shiny sky-blue satin. Just such rococo bits as these are very chic with our modern white walls; from Bruce Butfield. White plush cover, with ermine tails; Nancy Lincoln Guild



EMELIE DANIELSON



Not a summery afternoon dress, but the very newest type of gown in which to go to bed is shown just at the right. It's of rose coloured georgette crêpe, and it has crêpe satin incrustations that outline a bolero-like yoke below the ruffled collar

Just like any self-respecting evening dress, this nightgown (second in the row) has its own short, separate jacket with short sleeves. It's called "Hamilton," and it's all of pale blue chiffon with trimming of wide lace tinted in the same shade

CHARLOTTE PAQUET—HATTIE CARNEGIE • F. LIPPÉ

Paris presents

NIGHTGOWNS THAT ARE GRANDES TOILETTES



HOTTINGEN-HUENE, PARIS

ANNEK—FRANKLIN SIMON • ANNEK—BEST • F. LIPPE

Here is another nightgown that you might be tempted to slip in among your afternoon clothes. It's made of white chiffon printed with a charming design of gay field flowers. The shoulders follow the course of new nightgowns and are covered in a flattering manner

This pale pink chiffon gown comes close to our preconceived ideas of what a nightgown should be, but is given a lovely line through a deep double chiffon yoke and a panel of fine pleating concentrated in front. Pink is still a favourite shade for nightgowns

The evening mode lost a lovely model when this idea went into the making of a nightgown. Pale rose chiffon is the delectable fabric, and all-over shirring shapes the Empire bodice and the engaging cap sleeves. The designer has called this gown "Jeunesse"



LUCILE PARAY • MOLYNEUX • GERMAINE LECOMTE • MAGGY ROUFF

Snow-capped suits in the city

Lucile Paray puts over a cool proposition for summer days in town. "Doris" is as cool as a dress, as easy to wear as a suit. The jacket-blouse is of crêpe de Chine with a georgette top, and bias strips mould both coat and frock; "88b" from Hattie Carnegie

This is news—an all-brown dress topped by a three-quarters coat of white marocain with brown revers. The dress is of crêpe de Chine with a georgette top, and bias strips mould both coat and frock; "88b" from Hattie Carnegie

Keep your hip-line short, flatten your neck, dent and button your waist-line. "Paris" illustrates how it can be done. The jacket is of white silk ottoman, over a dress of heavy black tulle, with white georgette crêpe at the top

Here, a black crêpe dress with polka-dots and a white sinellic jacket have merged in a smart ensemble, "Estival." It is amusing to see how the odd tailored jacket—so chic in the country—has distinguished itself in town



AUGUSTABERNARD • JANE RÉGNY • IRÈNE DANA

White at the back of town prints

Nice to wear on the street in town, because of the long sleeves and the black ground, but cool because of the huge, ragged white flowers. The neck-line is beautifully draped, and there is a narrow belt; "393," from Bendel

Paris gives in on the printed-chiffon-for-day argument long enough to make a dress of this ethereal stuff with big, bright red flowers on a pale blue background. The model is called "Fleurs des Champs"; from Hattie Carnegie

Sufficient unto itself is this crêpe dress without a jacket, made all in one piece, though it looks as if it had a bolero and a blouse. Quantities of white occupy the sleeves and collar and obscure the black ground; Bergdorf Goodman

HOLIDAY CLOTHES

For the East and the West

- On the shore at Long Island, you'll find a dozen uses for this two-piece dress of pale blue jacquard crêpe, with white revers and cuffs; from Best
- Dots have their own perennial chic—especially red ones, like those on this white crêpe frock, worn with a red basket-weave wool jacket; Gervais
- The dark brown chiffon scarf on this rough beige shantung dress gives the hint of formality one so often needs at Southampton; Jay-Thorpe
- For York Harbor, warmth is a point to consider. A bouclé suit is perfect—like the white two-piece model trimmed in dark red; Mrs. Franklin, Inc.
- Jersey is right for Maine. You can have the dress in the middle in a solid colour or with a white skirt and a green or red top; Saks-Fifth Avenue
- And, of course, you'll need several sweaters. An especially nice one in yellow (lower right) has a hand-knit appearance. You will find it at Best

IT IS worse than carrying coals to Newcastle to bring chiffons to Cape Cod or laces to Wyoming. It is a sin that is unforgivable. For every holiday spot in this fair country has its own particular breed of clothes. These suitable clothes are influenced by weather and by your activities, and, if you arrive with an assortment of costumes foreign to the land, nine times out of ten you will have a very poor time. There is a casual easy-going existence on Cape Cod—sailing, swimming, driving for miles across the misty sand-dunes to small informal dances. Your clothes are very simple there. At Southampton, there is a hint of formality. You still wear sports clothes, but they are a tiny bit grander. Maine has a chill in the air so much of the time that sturdier clothes are in order. And the dude ranches have a mode all their own—and she who fails to follow it is branded as the worst kind of a tenderfoot. Only the clothes you wear en route stay unchanged by locality. Dark clothes with a tailored air are always smart and right, and a rough woollen top-coat is essential to comfort whether you cross the length or the breadth of the continent or sail across the ocean.

SOUTHAMPTON



MAINE





VALLEY RANCH

- Your daily ranch costume is built about manly, rough trousers, and, while your shirt may be plaid or plain and your scarf a gay thing, your trousers are inevitably plain blue levis; Lord and Taylor

- This skirt and sleeveless jacket of cream corduroy is evening dress at a dude ranch; from Best
- At the seashore, a white flannel jacket like the one below has innumerable uses—over a navy-blue skirt, a tennis dress, or pyjamas; Bonwit Teller
- For luncheon or for motoring to Hyannis for dinner, the red-and-white cotton dress below is perfect. It goes beautifully under a white polo coat; Best
- The striped navy-blue and white linen dress below can go to any daytime seaside event. Its blue linen jacket may top other white frocks; Russeks

EN ROUTE

CAPE COD



- At the extreme left, you'll see an ideal costume for a long, hot journey—a dress and coat of dark blue crêpe, sheer enough to be cool; Bonwit Teller
- For short trips, choose the brown-and-white printed plaid crêpe. The dress has short sleeves and a white piqué collar; from Bergdorf Goodman
- Smart on the way and smart when you get there is the top-coat of diagonal brown-and-beige tweed with a collarless look; Abercrombie and Fitch

FINDS of the



Natural ball-braided
hat = beige and brown ribbon;
Saks - Fifth Avenue



Tailored
blue-and-white
Golf Skirt;
Fortnum and Mason



Reddish
brown cotton
Trench;
Lord and Taylor



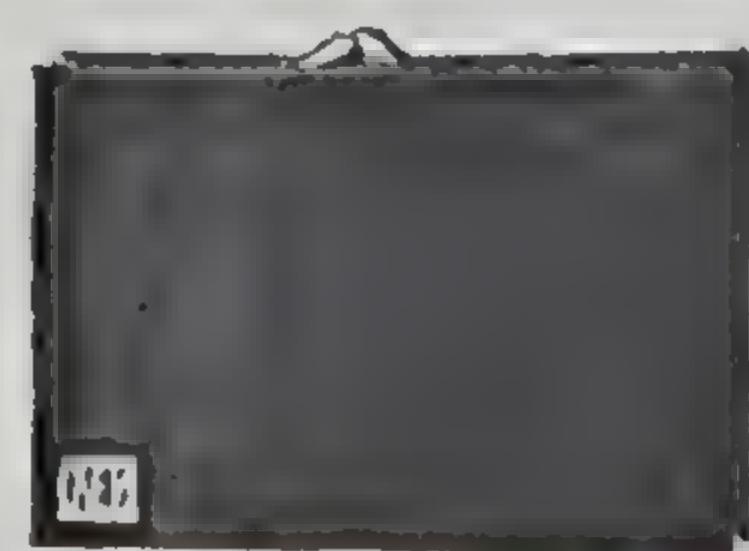
Thin black sweater
with white yoke; Kargere



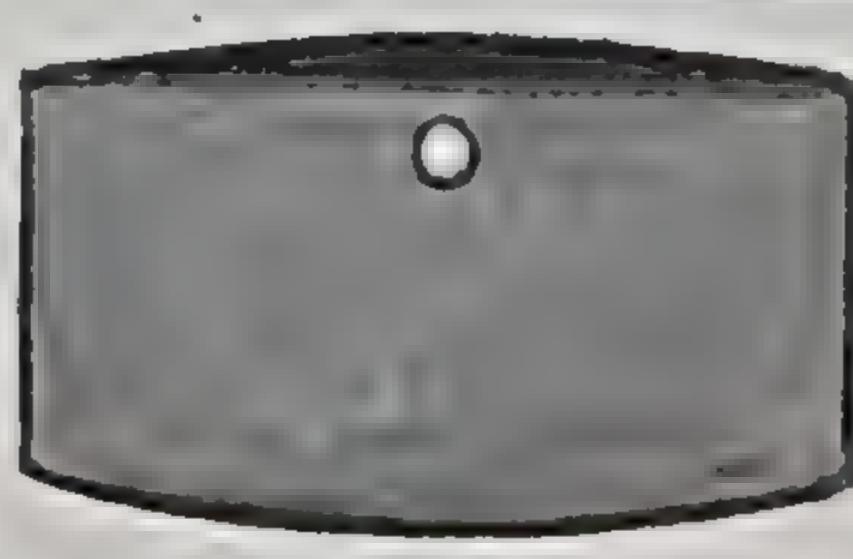
White enamel
and Crystal
necklace; Altman



Rough white straw
Sailor with Patent
leather; Bendel

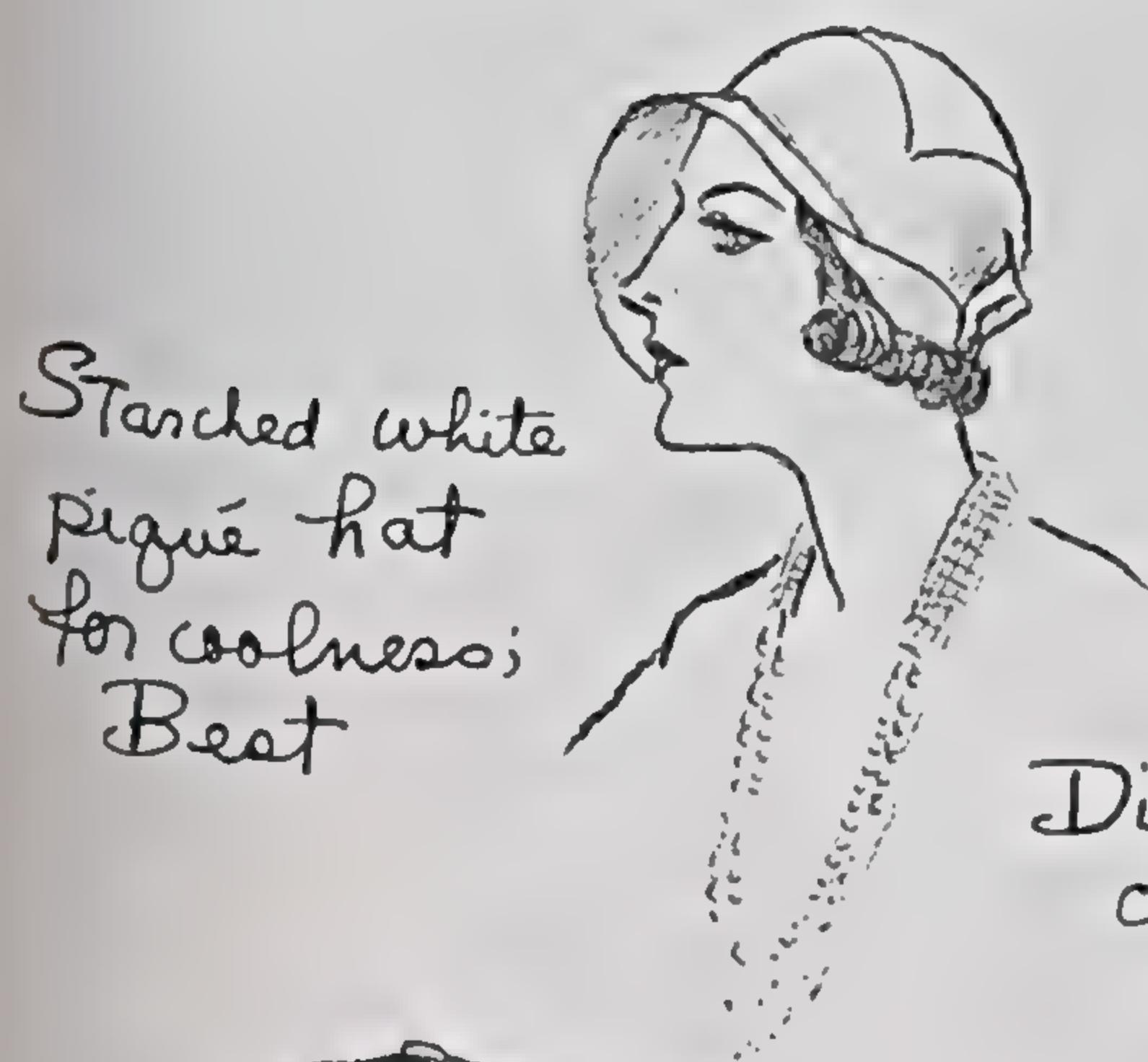


Galalith
bag with
Silver initials;
Nat Lewis

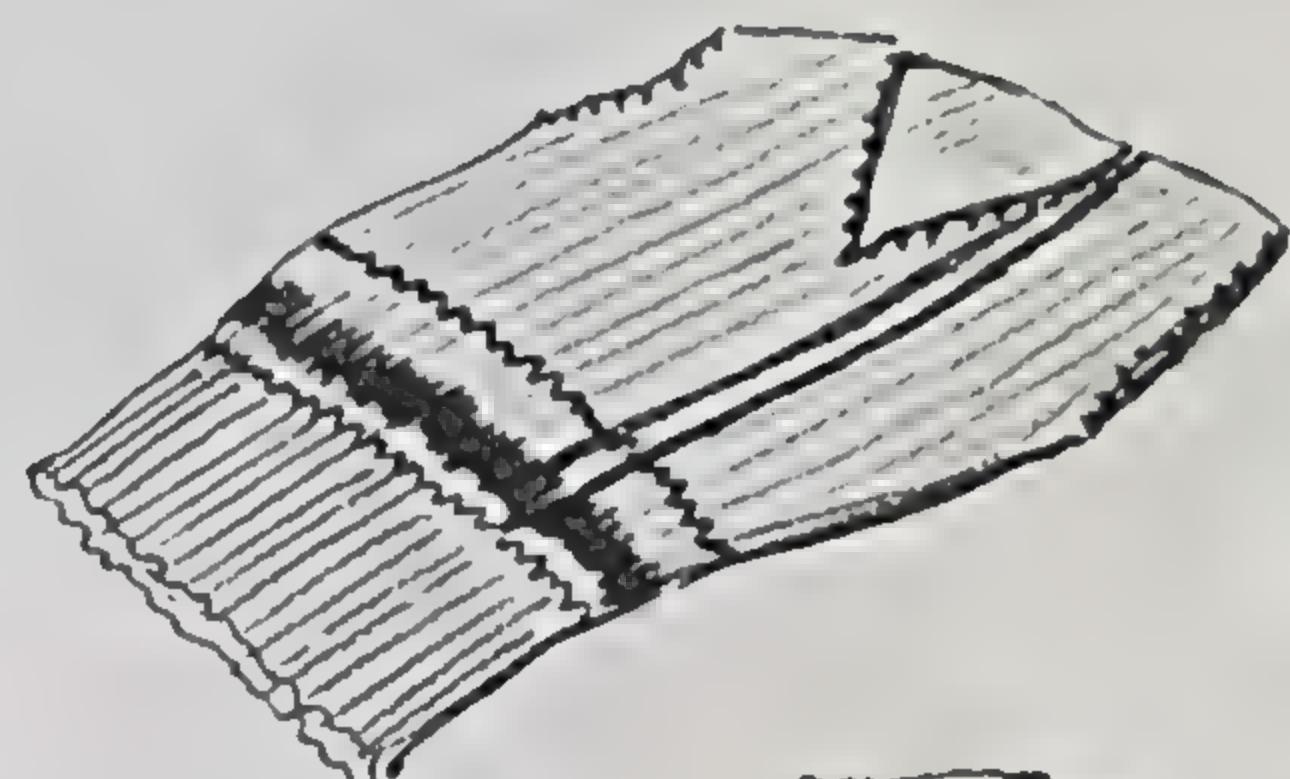


Schaparelli's bag
slips together like
a cigarette case; Holbaud

FORTNIGHT



Starched white
pique hat
for coolness;
Beet



Dinner粗 coarse
cotton sweater;
Macy's
White socks-bright
ties; Bonwit Teller



Agnes continues
a hat of strips of
felt; Bendel



A new shape
in soft
straw hat
Agnes; Bendel



White fabric
Sandal from
Altman



Brown-and-white Cotton for
Town-bleased by James McCutcheon



Hand-knit
moderately
Priced bathing
suit; Margere



A new gesture
in hats-black
straw; Bonwit
Teller



PINET • PINET • DELMAN



THREE MODELS FROM PINET

ANTON BRUEHL

- To wear with the very smart black-and-white colour scheme at night—say, a white dress and a black bag—, here is a dashing white crêpe de Chine pump embroidered in black and white beads; Pinet
- To wear on your feet when you cover up your shoulders with one of those semi-evening dresses for bridge or backgammon bouts—this black crêpe and gold kid slipper is exactly right. The cut-out instep makes a chic exposé of foot; Pinet
- To step forth to a white-tie occasion—the grandest type of shoe to step into is this moire and satin sandal—third in the procession above. Or you may dye it to accompany any dress. It's from Delman
- To team with your tweeds or to travel in, absolutely unsurpassable is the sturdy calf shoe with a layer leather heel. The one you see at the top of the photograph at the left is of reddish brown calf with two straps and perforations; Pinet
- To wear with summer clothes when you go hiking about the country—you can't get along without the classic brown calf and white buck shoe—such as you see in the middle at the left; Pinet
- To wear in the country with practically any colour of spectator sports or summer country clothes—this pump of pebbled brown calf and white buck is the indisputable leader of the field; from Pinet



DELMAN • J. AND J. SLATER • I. MILLER • I. MILLER

ANTON BRUEHL

- To wear with a pastel crêpe dress, this buck leather, lizard-trimmed pump (top) may be dyed any colour you like; Delman
- To pound the city pavements when you wear printed clothes, here is a light calf pump in navy-blue or brown or in black patent leather that will keep your sole cool. It's from J. and J. Slater
- To wear with your darker golf clothes when the weather isn't sunny, this brown calf shoe (it's the one at the extreme right in the photograph) is spike soled, and you get it at I. Miller
- To play a round of golf in fair weather, you will want this summer golf shoe in brown-and-white or in black-and-white. Its arch is wonderfully well cut and reinforced; from I. Miller

AT THE BASE
of the COSTUME



ANTON BRUEHL

WALK-OVER • VANITY BOOT SHOP • HANAN • WALK-OVER

More summer footlights

- To put at the base of a black-and-white town costume, here (top) is a patent leather pump with a grosgrain bow; Walk-Over
- To wear with any evening dress, this crêpe slipper with silver kid (lower left) may be dyed any colour; Vanity Boot Shop
- To accompany summer cotton frocks, this natural linen pump with beige leather applications (upper right) is very smart; Hanan
- To start the autumn—a new high-cut brown pump; Walk-Over

LITTLE RESTAURANTS

on the road to Rome

"TELL me what you eat, and I will tell you who you are," goes an old Italian saying. Ham and eggs, the U. S. A. Beef, Old England. Pigs and sausage, Germany. Pickled fish, Northern Europe. Frogs and snails, France. Spaghetti, Italy. As harmonious as Pan-Europe!

I hear a chorus of protest. "What? Beautiful France—her immortal cooking expressed by snails and frogs? Heresy! The best food in the best country in the best hemisphere in the world simmered down to ham and eggs? Absurd! Ridiculous! Whom do you know that eats ham and eggs at home?"

"Spaghetti, for Italy?" I wager that the unanimous answer will be, naturally, in the affirmative. Yet, spaghetti, which means "little strings" and, according to a Neapolitan legend, is supposed to have been created by the poet Virgil, is no more typical of Italian cooking than the ham and eggs of our cuisine.

Italian cooking is varied, each city, each province having its own delicious specialties, hardly known abroad. The best, most genuine Italian cooking is still found in the little restaurants, mostly only wine-shops and often with no name. At Venice, for example, if you don't want to dine at the Grand Hotel, on the balcony close to the water, there is the Luna, where one dines out-of-doors in a Piazza, really the passageway between the Piazza San Marco and a tributary of the Grand Canal. Of late years, the Luna has become famous, because it is run by the brother of the late Luigi, who was connected with the Embassy Club, in London.



SAN FRUTTUOSO



PORTOFINO

Another of the most interesting restaurants in Venice is Burbi, on the second floor above the Arcade of the Piazza San Marco. During the day, Burbi is a glass shop, which becomes a restaurant by night; and here one can secure a table near the window and dine quietly, overlooking the Piazza—the heart of Venetian life from sunset until far into the night. Opposite, on the other side of the Piazza, is the famous Florian's, the meeting-place of all Venice, all during the day and night, for drinks and ices. It is also a place to dine, and, in each of the tiny little rooms that border the arcade like small shops in a bazaar, there are a few tables, giving it the atmosphere of a private dining-room, where one may dine with a small party of ten or twelve.

Giardini is a roof-garden restaurant, by the boat-landing of the public gardens, which are reached by the little steamboats that run from the Piazza San Marco to the Lido. It is an excellent place to dine on a hot night.

Supper also is a great event in Venice, as the Venetian population stays out very late at night. The famous supper places are the Taverna, next to the Opera-House; and Martini, not far away, reached by gondola up a side canal, where there are music and dancing and where tables are arranged on an outdoor terrace.

Starting down to Rome from the Genoa side, one takes the motor-boat, *Primero*, from Portofino to San Fruttuoso, a tiny hamlet at the very end of the magnificent Portofino Promontory, to eat lasagne. Here, in their unique kitchen, which is also the Town Gate, for six hundred years the Bozzo family have prepared this succulent dish of golden doe, flavoured with spice, meat-juice, or the well-known Genoese *pesto*, a sauce of sweet basil and garlic, yet delicious. You will linger on the vine-covered terraces of L'Osteria L'Unica (The Only Tavern). Grilled fish, sea food, lobsters, chicken, hunter's style (*alla cacciatora*), with a rich wine sauce; anchovies from the Isle of the Gorgon, sprinkled over with dried aromatic herbs; excellent wines. This is the bill of fare. (Continued on page 84)

The SUMMER HOSTESS

Gets her just desserts

THE wise hostess, in summer, concerns herself with gathering the fruits of her knowledge for the dessert course. For nothing in the world is more welcome at the end of a summer-time meal than fruit—almost any kind of fruit in almost any combination, if it is ice-cold and well served.

What, for example, can be more soul satisfying than a perfect ripe pear accompanied by its supplementary bit of Camembert or Pont l'Evêque cheese? What, except perhaps a whole bowlful of fruits to choose from, in case you don't like pears? This bowl of fruit, which follows the dessert at formal dinners in winter and from which people indifferently snip a grape or two, can become a complete and beautiful course in itself in summer. It should include peaches, because peeling a peach is almost as much fun for the fruit lover as eating it, and pears, and large, delicious black cherries, and grapes, and apples for the inevitable person who likes apples, and kumquats, and anything else you see in the markets that looks particularly delicious. If you want to go in for decoration and a big bowl, you might even include a pineapple in the centre. The point is that each piece must be perfect in itself, washed and polished, and thoroughly chilled from a long sojourn in the refrigerator. The fruit should be arranged in its bowl just before dinner or lunch, and the bowl is kept in the refrigerator until it is passed or used to decorate the centre of the table. If it has been near ice sufficiently long, it will retain its frosty chill through a short summer meal, when it is used to beautify the table.

As for the fruit compotes, here is a fertile and little developed field that offers the clever hostess limitless scope



BOWL FROM SCHMIDT • FRUIT SILVER FROM JENSEN

for her endeavours. To begin with, there are the *fruits rafraîchis* of France, the "little" fruits "refreshed" by chilling and that inspiring dash of liqueur. "Him" wrote of the joys of such concoctions in his article for the summer hostess in the July first issue of Vogue. The uncooked fruits for these are prepared and mixed together, then a syrup is made of sugar and water, which is poured over the fruits, together with the liqueur that is to flavour them. The dish is then set directly on ice, until the mixture is thoroughly chilled. And here is time to say a word in behalf of the cordials and extracts and cooking wines which now abound under the benign approval of prohibition laws and which will accomplish wonders for you in achieving your blends. You can buy them now in shops all over the country.

At the Château Madrid in the Bois in Paris, the *fruits rafraîchis* are a dish to dream of—stoned black cherries, seedless grapes, cut in halves, and the elusive little *fraises de bois*, all bathed in a mixture of kirsch and cognac and served from a side-table in a huge bowl imbedded to its very rim in finely cracked ice. Peaches and red raspberries are another felicitous combination, and strawberries, fresh pineapple, and peaches blend well together, with a cordial or sweetened cooking wine to help both of them along. But the combinations are not a matter about which to be dictatorial, since half the fun is discovering the perfect addition to your own combination, in such form as scooped-out melon spheres or a handful of shaved almonds or any other addition you fancy.

Robert, in West Fifty-Fifth Street, in New York, provides you with a compote of orange and grapefruit sections, diced apple, and strawberries surmounted with a spoonful of raspberry water-ice, showered with splinters of almonds, and blessed with flavouring of kirsch cordial—as delicious a mélange as you will encounter in many a day. Another of his specialties is *framboises parisienne*, sweetened, uncooked raspberries in compote dishes covered with a blanket of vanilla ice-cream beaten up with enough raspberry ice to colour and faintly flavour it. The ice-cream is the consistency of mush, and the taste is heavenly!

Another ingredient that blends to perfection with fruits and ices is sabayon, that (Continued on page 86)



COMPOTE BOWLS FROM GILMAN COLLAMORE

LÉON DE VOS



E. J. MASON, LONDON

Mrs. Charles Cartwright, an American hostess with a London house on Curzon Street, is well known for the charm of her table decorations and the excellence of her cuisine. The photograph shows her table set for luncheon with chalk-white camellias, green-and-black iris, and creamy freesias in low bowls on a silver tray that repeats the shape of the table. Crystal chandeliers and a crystal tree on a side-table echo the sparkle of lovely table glass

Crystal and camellias



SONIA, PARIS

LA TOUR DE SAINT-LOUP

• "La Tour de Saint-Loup," belonging to Mrs. Denys Trefusis, is one of the many old houses in the Ile-de-France that have been made into ideal country places, conveniently near to Paris. The imposing house overlooks a lovely sunken garden framed by trees. • A wide garden walk, with two antique vases at its beginning, leads from the courtyard down to the garden



- Here (top photograph) is an effective use of modern decoration in an old house. The walls are tinted a rosy white; the bed is upholstered in grey satin. A modern rug in grey, black, and white covers the rubber flooring
- The photograph just above shows the ingenious way in which the thickness of the walls has been taken advantage of by slipping a desk into the recess of a window in one salon
- At one side of the iron grille at the end of the garden walk, an old wall has been restored, without forfeiting the appearance of antiquity



HÉLÈNE YRANDE • ANNEK • ANNEK • MIRANDE • CHARLOTTE PAQUET

LINGERIE TURNS WHITE

- (Above) Now, you wear separate panties and a slip, and they're smartest in white. These panties are a wisp of white chiffon, finely pleated, with white satin incrustations
- The new slips are cut on the bias, moulding the body and eliminating seams. On this wrapped white satin one (lower left), a white lace yoke acts as brassière; Best
- The French have a word for it—liseuse. This one (middle) is of crêpe satin in pale pink (pink is still smart in bed, though daytime lingerie is smarter in white)—with delicate hand-work. Silk braid festoons the edges; Best
- Wear it as a nightgown or wear it as a déshabillé. It's of heavy white crêpe satin, and it reaches to the ankles and is belted like a dress (next to right). Two bows accent the square cut of the décolletage; Saks-Fifth Avenue
- "Frivolité" (right) is moulded and fitted to the waist, like the most dashing evening jacket. It's a liseuse of pale rose georgette crêpe, bordered with three bias bands, in three harmonizing shades of rose; from Hattie Carnegie

- (Opposite page) Crêpe satin is the thing for lingerie—its clinging, moulding quality makes it newer than crêpe de Chine. The white nightgown at the lower left is moulded by bias cut, and it has a shaped yoke of lace
- The nightgown of to-day has more fabric and more fit than the chemise dress of not so long ago. In this nightgown (upper left), tucked white georgette makes a yoke and straps, and a frill foams round the feet; Hattie Carnegie
- "Solange" (middle) is a slip cut on the bias, the better to mould the waist. It's of white crêpe satin with a cream lace yoke that contributes to the line; Hattie Carnegie
- That new feeling for white in the home, in a white crêpe satin pyjama with a short white velvet coat (upper right). The pyjama is sleeveless, cut in one piece and mounted on a white lace yoke. Jay-Thorpe has it, without the jacket
- Here (right, opposite page) is a further simplification of the lingerie problem—panties made of bias sections on each side of a triangle. It's of white georgette; Jay-Thorpe



KRIVITZKY • KRIVITZKY • CHARLOTTE PAQUET • MADAME ALEXANDRE • MADAME ALEXANDRE



THE SUB-DÉBUTANTE

With an income limited to chic

AN allowance is not exactly a liniment for growing pains, but, at least, it is a step in that direction. If you are a sub-débutante, it gives you a sense of independence, which, in turn, produces the first vague consciousness of poise, an ineffable quality much to be desired. But, on the other hand, do not confuse it with that almost extinct phenomenon, sudden wealth. If, on the first of the month, your beneficent father produces seventy-five dollars, and you fly out to buy all those delicious garments you have wanted for so long—this does not mean that you have discovered a short cut to a kind of sartorial Utopia. No, we dismally croak, it means only that the next time you want to go to a matinée you will discover, to your horror, that all that beauteous allowance, seemingly so secure and everlasting, has suddenly vanished into the

air. The allowance itself, however, will give you a gentle idea of what people mean when they speak vaguely of "the value of money" and will put you right in line for success in the business of "getting your money's worth." And, not the least of the virtues of an allowance, provided that you follow our limber instructions for keeping within it, is that it is practically magical in dispelling those nightmares—family rows.

Before you begin to concentrate on anything else, make yourself realize that yours is the task of dressing down, not up. If you wear so much as one bead too many, you will be acidly criticized by your contemporaries; whereas, while you are simply dressed, not one tongue will wag against you. This bit of general advice consists, more particularly, of heels that are too high and spindly (medium Cuban heels are best, except in the evening or for tea-dancing, when low heels look forlorn); no dresses that border even a shade on the afternoon for simple, unaffected daytime wear, either in town or in the country; very little jewellery (a string of pearls for the evening, a

mass of dead-white beads against your tan, and a simple flat wristwatch, leather-strapped, will do for the daytime); preferably no fur at all on your between-season coat; simplicity on your lingerie; and short evening wraps made of something chic with an air of youth, like velveteen or crêpe, rather than something extra fancy and a little antique looking, like brocade.

This is a happy season for you to venture out on your first lone shopping tours, because, this year, the smartest clothes are aimed at people like you and are pretty strictly unadorned, thus saving a tremendous amount of family haggling over what you think you should wear and what your mother believes is right. If you keep your wits about you and don't let yourself be influenced by salespeople (who are sometimes sadly tasteless), we meekly venture to say that the parental arguments will be limited to such minor matters as being home before dark. For instance, you probably feel pretty strongly about having at least one collection of hand-made underwear to flaunt, even though invisibly, under your eve-



1. Winner at sports—yellow mesh two-piece dress; pleated skirt; under \$11; Best
2. Hot-weather prize—black-and-white cotton suit; organdie trimming; about \$17; Best
3. Plaid material—red on white mousseline; red and white sash; under \$30; Best
4. For Sunday lunch—yellow crêpe dress, brown crêpe jacket; under \$26; Stern
5. Good lines—white linen; about \$18; Lord and Taylor
6. For autumn—dust-pink crêpe; under \$10; Altman
7. Peasant charm—yellow calico; under \$8; Altman
8. Variety—Angèle's four-piece green suit of Rodier wool; under \$60; from Best
9. Successful merger—blue sweater, yellow scarf, under \$9; blue woollen skirt, under \$11; Franklin Simon
10. Parties—cornflower-blue chiffon; Germaine Lecomte model; about \$40; Best
11. Agreeably grown-up—white crêpe; under \$30; Best
12. Brown wool, plain and plaid, silk scarfs; under \$30; Best
13. Useful—black woollen; silk scarf; under \$30; Best
14. Brown wool Bruyère coat; under \$60; Bonwit Teller

ning clothes or during a visit to your roommate's house in the country. Well, at Saks-Fifth Avenue, you can find this—in one colour with contrasting binding (pink for instance, with blue), with hemstitching, bordered with a scalloped line of overcast silk thread. You may have a nightgown, beautifully shaped and beautifully long, with a sash in the back, for less than \$5; wide-legged pyjamas cut on much the same lines, for less than \$7; a brassière for less than \$2; a fitted slip with a scalloped hem for less than \$4; and fitted shorts, yoked and pleated, for less than \$3.

This sub-débutante age is the beginning of a period that is, so far as clothes are concerned, a difficult and groping one for some girls, but that needn't be at all difficult for you if you bear in mind a few simple things. You are beginning to be a type (don't take offence—we don't mean that you are made in a mould, but that your figure is very much like dozens of other figures). Do a little self-analysing, find your type (you might even deign to consult your mother on this), and stick to it. Buy clothes that have pretty

much the same character, that all combine well. Don't, for instance, be led into temptation by a formal coat, pale of hue, only to discover, when you unpack it, that you have nothing to wear with it but sports clothes. Rather let all your clothes be sports-like in character. You will find these the most comfortable type of clothes, anyway, and your mother will beam complacently and think they are the most suitable. Keep your colours all toned together, too, so that you can wear almost any one thing with any other at almost any time.

Thus, you won't look enormously chic one day and badly put together the next, but you will maintain an even balance of smartness.

If you have even as little as two rough white silk tennis dresses and one white flannel or (even less expensive) corduroy or piqué skirt, you will have the basis of a well-built summer daytime wardrobe, of which you won't tire because you may keep changing the accessories. Best, for example, has a wonderful sweater—a soft, wide-wide-stitched affair, of a wool as tender as (Continued on page 80)





- These costumes, which have just walked out of New York shops, have a two-fold chic—you can wear them now, on cool days, and you can wear them straight through the autumn, so new are their lines, their fabrics, and their colours

Shop-Snaps

THE TAILORED WOMAN accents this black wool *Bruyère* dress for autumn with white piqué trimming

LORD AND TAYLOR has this *Lucile Paray* suit of thin woollen. The skirt is in dark brown, the jacket and the blouse in rust-red

BONWIT TELLER'S bright green ribbed woollen dress, from *Goupy*, has silver buttons and a black suède belt. The jacket is sleeveless

BERGDORF GOODMAN offers *Clair Sœurs'* suit of beige shantung. The blouse is in red, the jacket trimmed in red and blue

BONWIT TELLER shows *Worth's* striped woollen dress and short jacket in wine-red and brown

LORD AND TAYLOR has *Mainbocher's* beige wool suit (page 67)—as chic as the Marmon car

TIPS ON THE SHOP MARKET

By **Shop-Hound**

DAISY GARSON, on Fifty-First Street now, makes lingerie and négligés like nobody's business, and I feel as if I ought to add "of course," because she is almost a tradition with people who keep their eye out for what's good. Perhaps you'd like to hear what she has just now. There is a long négligé of quite bright, pinky rose crêpe elizabeth, with Alençon lace marking the edges of the sleeves and the long, flowing line of the front. The lace is appliquéd well back into the crêpe in an irregular line. This is the kind of thing all the lingerie houses try to make and so few achieve so perfectly. There are a lot of pyjamas exquisitely made of delicately flowered thin silks, piped to contrast with the print. These have little shirts, full trousers, and coats and are in such appetizing shades as blue, pink, and mauve. A tiny monogram on the blouse adds that look monograms do add. Some beige crêpe

pyjamas have full trousers and a short top, both appliquéd with stripes of deeper tan crêpe. The trousers have lacings of crêpe in a dark blood-red that is so exactly the perfect contrast that it makes you feel happy. The blouse has a bow of the red, and there is a scarf that you throw about your shoulders that is also in beige and tan, with a section in the blood-red. Daisy Garson also has the Molyneux lamé pyjamas that Gertrude Lawrence wore to great applause in "Private Lives." I was finally bowled over by a bridal nightgown—of white chiffon, with Valenciennes lace edging and insertion and tucking to make a high Empire waist-line. It's at once Greek and classic and appealing and feminine. You ought to look at it, just as an experience.

• At Mabel Eldridge's, I saw some clothes that you would be missing something out of your life not to hear about.

Vogue's Shop-Hound practically spends her life snooping about the shops. If you need advice, address Vogue's Shop-Hound, 420 Lexington Avenue, New York. (Please enclose a stamp)

I suspect the grammar of that sentence, but the sentiment is beyond criticism. First of all, I must give a little type to a green crêpe evening dress, which is a miracle of fitting. It has the brassière top that gives you such a swell figure, and, by a mysterious manipulation of scissors, the waist is made to fit you and then suddenly sweep out into a skirt that is full and long and concentrates its fulness in the back, like an 1890 dress. A cerise taffeta jacket, reminiscent of that same period, goes on top, and the combination of colour is very subtle. There is a Greek sort of an evening dress of white crêpe with a skirt of sunburst pleats and an all-round bolero with an irregular-cut edge. But, perhaps the most exciting evening dress of all is of white roma with a skirt in box pleats, giving a long, straight fulness, and an appliquéd of coloured pearls that makes a necklace like a lei around your neck, and there is an ornament just over the tummy.

As to street clothes for those days of late summer when you begin to want something a little suggestive of autumn, Eldridge is a master of that sort of coat-dress that is nothing in the hand and everything on. To be perfect, this kind of dress should fit divinely and give you a figure to boast of. And hers do. She has one in a brown woollen mesh that buttons on you and has a belt of the woollen woven together with a printed silk in peach and light red. A scarf of the print is made very trickily into the dress and does things to your neck-line that are pretty wonderful.

When you go there, be sure to notice the buttons that Eldridge uses on her clothes. She has them made especially for the dress on which they will be used, and you can guess that when you look at them. They (Continued on page 82)



FOTOGRAAMS

LORD AND TAYLOR

For mornings in the
country and
afternoons in town

DESIGNS FOR
PRACTICAL
DRESSMAKING



5709

S3515

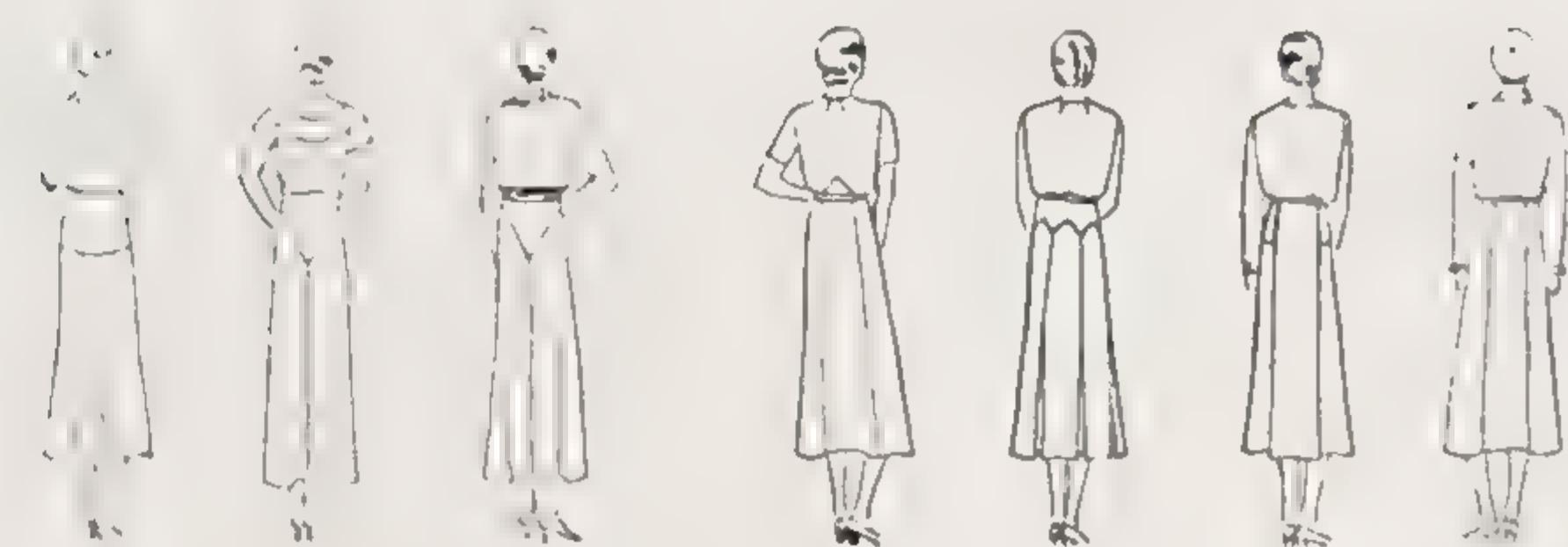


5708

5711

5710

5707



• FROCK No. 5708—Sheer wool is very important in the mode. This belted model of Forstmann woollen is shown on page 70 with its bolero jacket. Designed for sizes 14 to 20 and 32 to 38

• FROCK No. 5709—Inserted side flares, a twisted necklace collar, and set-on cuffs are features of this flat crêpe model; also shown on page 70. Designed for sizes 32 to 42

• ENSEMBLE No. S3515—This afternoon and dinner ensemble of Mallinson satin has a contrasting yoke and sleeves and a bolero jacket. It is designed for sizes 32 to 40

• FROCK No. 5711—This Everfast linen frock is smart on the tennis-court. The gored skirt has inverted pleats, and the surplice closing is becoming. Designed for sizes 32 to 42

• FROCK No. 5710—Cotton piqué is another smart summer fabric. This dress has a tuck-in blouse, applied lapels, and a well-cut skirt. It is designed for sizes 14 to 20; 32 to 38

• FROCK No. 5707—This "easy-to-make" tennis frock of Rossman cotton mesh, also shown on page 76, has a gored skirt and a belted waist-line. Designed for sizes 32 to 42

The summer charm of Jellied CONSOMME'



Consommé as it is created by the skilled French chef — Campbell's Consommé — is so delicate and persuasive in its bland flavor, yet so distinctly refreshing and reviving that you welcome it again and again in summer.

Your choice

Asparagus	Mock Turtle
Bean	Mulligatawny
Beef	Mutton
Bouillon	Ox Tail
Celery	Pea
Chicken	Pepper Pot
Chicken-Gumbo	Printanier
Clam Chowder	Tomato
Consommé	Vegetable
Julienne	Vegetable-Beef
Vermicelli-Tomato	

11c a can
(reduced from 12c)

LOOK FOR THE
RED-AND-WHITE LABEL

Especially appealing served as a sparkling, cooling jelly, there are also chilly days or evenings when you relish it piping hot, to brace and invigorate you. Either way, this amber-clear blend of choice beef broth finely flavored with vegetables is an infallible lure to the taste. A splendid selection for the formal meal. Supply your pantry today.

Campbell's Consommé Jellied

To contents of can of Campbell's Consommé add one and one-half level teaspoonfuls of granulated gelatine, heating the soup until the gelatine is dissolved. Chill in a refrigerator for at least three hours. Serve in cooled bouillon cups.

These five summer models will

be just as smart

when autumn comes



5709

5712



S3516



• **FROCK No. 5709**—This very smart one-piece frock of triple georgette from Skinner features a cape collar. Designed for sizes 32 to 42

• **FROCK No. 5712**—A circular skirt joins the top of this faggoted crêpe frock in a shaped line. Designed for sizes 14 to 20; 32 to 38

• **EVENING ENSEMBLE No. S3516**—Long, slender lines give chic to this crêpe romaine frock with a tie-on jacket. Designed for sizes 32 to 42

• **ENSEMBLE No. 5708**—Forstmann sheer wool—very chic now—fashions this frock with a bolero. Designed for sizes 14 to 20; 32 to 38

• **FROCK No. 5711**—This flat crêpe dress has a buttoned side closing, below a contrasting collar and lapels. Designed for sizes 32 to 42



5708

5711

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. Prices of patterns are given on page 88



Clicquot Club

SEC

Piquant Personality

A rhythmic thud . . .
 The flying hoofs
 Of agile, wheeling ponies.
 The crisp crack
 Of mallet on ball.
 An emerald sward.
 A stand brilliant with
 Jewel-like colors . . .
 Aflutter with the movement
 Of lithe, bronzed men . . .
 Of women precisely casual,
 Impeccably correct,
 Subtly alluring,
 Piquant, poised, alert
 To the game.
 Between chukkers
 A cooling drink
 • Of Clicquot Sec,
 The ginger ale possessing
 Piquant personality.
 Choice of the connoisseurs,
 Preferred by the elegantes
 With those very qualities
 That cultivated tastes
 Instinctively seek
 In everything.
 It's perfectly simple
 To be simply perfect—
 Order or serve
 Clicquot Sec.



The Ginger Ale with Piquant Personality



LIU, THE ELEGANT . . . IS FOR HER IN THE MODERN SCENE

Liu is like her. It is her voice, her moving voice, speaking nude frankness in accents of charm . . . firing a fusillade of daring quips. For quips are her armour—with which she both conquers and be-sparkles the turns of her daily drama. Liu echoes her casual and fabulous scenery . . . her melon emeralds, yachts, penthouses, horses, dogs. Liu hints at dangerous sports . . . exalting feats while flying above the clouds. Liu whispers that her jests lack joy . . . that the sorrows of sophistry—dark as Erebus—cloud her heart. Yet for her glamour and her gallantry Liu is hers—by the genius of Guerlain . . . Guerlain, whose power is supreme in creating beauty to increase the attraction of women!

GUERLAIN
PARFUMEUR . . . PARIS

Here is the applicator with a sponge end for the new Instant Odo-Ro-No, a marvel of convenience and practicality. Odo-Ro-No can be purchased in shops everywhere

ON HER DRESSING-TABLE

THIS is the time of year when every one has a special interest in those convenient and compact little beauty kits to take away over the week-end. You don't want an elaborate assortment of things, and you can't spare too much room in your suit-case, but you do want enough to keep your skin smooth and fresh during the rigours of the week-end. Coty has created a triumph of this sort in the new beauty kit of lizard-like composition, with every piece of equipment fitted firmly and compactly into individual compartments. First, there is a jar of Coty's brand-new liquefying cleansing cream, a smooth cream of a richer texture than that usually associated with liquefying creams, but with the same lightness. Then, there are the skin tonic, in a miniature bottle with a dependable metal stopper that will keep the liquid in the bottle, instead of leaking out of it; the tissue cream, which is an emollient to be used at

night; and a bottle of the skin lotion, a soothing and flattering finishing preparation that serves as a powder base. In the top of the case there is a mirror that reflects your entire face, and the kit includes a folder of the Coty cleansing tissues.

The Primrose House contribution in this respect is the new introductory set for the treatment of dry skin. This is contained in a square box that measures less than five inches and includes the famous Smoothskin Oil that is a boon to any dry skin, the very light astringent known as Skin Freshener, a rich emollient cream, a little pot of rouge, and a box of the famous chiffon powder. All this costs amazingly little. The chiffon powder, aside from being packed in the extremely smart new box that was shown in the May 15th issue of Vogue, is now available in two new shades, a soft, flattering "rose-petal," a tint that gives warmth to (Continued on page 78)



LÉON DE VOS

Armand's eau de Cologne astringent is in a smart new flask, and Woodbury's facial powder has a new modern box in black, silver, and green; all shops

"Smooth white arms and shoulders are more precious than pearls and diamonds"

says

MRS NORMAN OGDEN WHITEHOUSE



POND'S four delightful beauty aids to keep the skin smooth and fine, fresh and fair, are used by society beauties everywhere



At Bailey's Beach, at the Casino, on the famous Cliff Drive at Newport, Mrs. WHITEHOUSE is a chic and charming figure

NEWPORT for the brilliant summer season . . . a whirl of early autumn festivities in New York, then on to Melton Mowbray, England, for the fox-hunting . . . winter in Italy or Egypt . . . spring in Paris . . . such is the gay round of this charming cosmopolitan, Mrs. Norman Ogden Whitehouse.

To the education of a princess Mrs. Whitehouse owes subtle secrets of charm and chic, for before her marriage she was the Princess Tamara Bragation Moukrahnsky, of an ancient and illustrious family of Georgia, in Russia. Petite and piquante, she is dark and very lovely, always smartly dressed and exquisitely groomed.

Her clear pale ivory complexion bespeaks unfailing care. "After all, what is so important as a beautiful skin?" she asks. "A fresh, fair complexion gives chic to one's simplest frock. Smooth white arms and shoulders are more precious than pearls and diamonds when one is wearing evening dress."

Like many other

society beauties, Mrs. Whitehouse is devoted to Pond's. "No wonder fastidious women prize the four delightful preparations," she says.

"First, the Cold Cream for immaculate cleansing . . . then the absorbent Tissues to remove the cream . . . then the fragrant Skin Freshener to keep a lovely color in one's cheeks and the Vanishing Cream to give an opalescent finish."

THE Pond's Method is the sure, simple way to keep your skin fresh and glowing with youth:

FIRST—For pore-deep cleansing, apply Pond's Cold Cream generously several times daily, always after exposure. Pat in with upward, outward strokes, letting the fine, light oils sink deep into the pores and float the dirt to the surface.

SECOND—With Pond's Cleansing Tissues wipe away all the cream, dirt, make-up and powder. These softer Tissues are 52% more absorbent than ordinary tissues, by laboratory test. White or peach.

THIRD—With Pond's Skin Freshener, briskly pat your skin until it glows—to banish oiliness, close and reduce pores.

LAST—Now a delicate film of Pond's Vanishing Cream for powder base, protection, exquisite finish. Use it on neck, shoulders and arms—wherever you powder. Marvelous, too, for hands.

At bedtime: Cleanse face and neck with Cold Cream, remove with Tissues.

Tune in on Pond's Program every Friday evening at 9:30 P. M. D. S. T. Leo Reisman's Orchestra, WEAF and N. B. C. Network



SEND 10¢ FOR POND'S FOUR PREPARATIONS

POND'S EXTRACT COMPANY, Dept. U • 110 Hudson Street, New York

Name _____ Street _____

City _____ State _____

Copyright, 1931, Pond's Extract Company

Genuine
MAYBELLINE® PREPARATIONS®



for
ALLURING EYES
instantly

If you would have alluring eyes . . . eyes that plainly speak the loveliness of your beauty, but that do not even whisper the means taken to accentuate them—use genuine Maybelline preparations. Only they can transform eyes into bewitching pools—without revealing the secret. That's why millions of women have insisted upon the genuine for more than fifteen years.

Maybelline Eyelash Darkener will make your lashes appear naturally dark, long and luxuriant—instantly. May be had in solid and waterproof liquid forms.

Maybelline Eye Shadow in four delicate, subtle shades—Blue, Brown, Black, Green—will greatly enhance the beauty, brilliance and expression of your eyes.

Maybelline Eyebrow Pencil—a clean, indestructible pencil that doesn't crumble, will form and line your brows for the finishing touch. Choose Black or Brown.

Insist upon genuine, *harmless* Maybelline preparations—at Drug and Dept. stores.

MAYBELLINE CO., CHICAGO

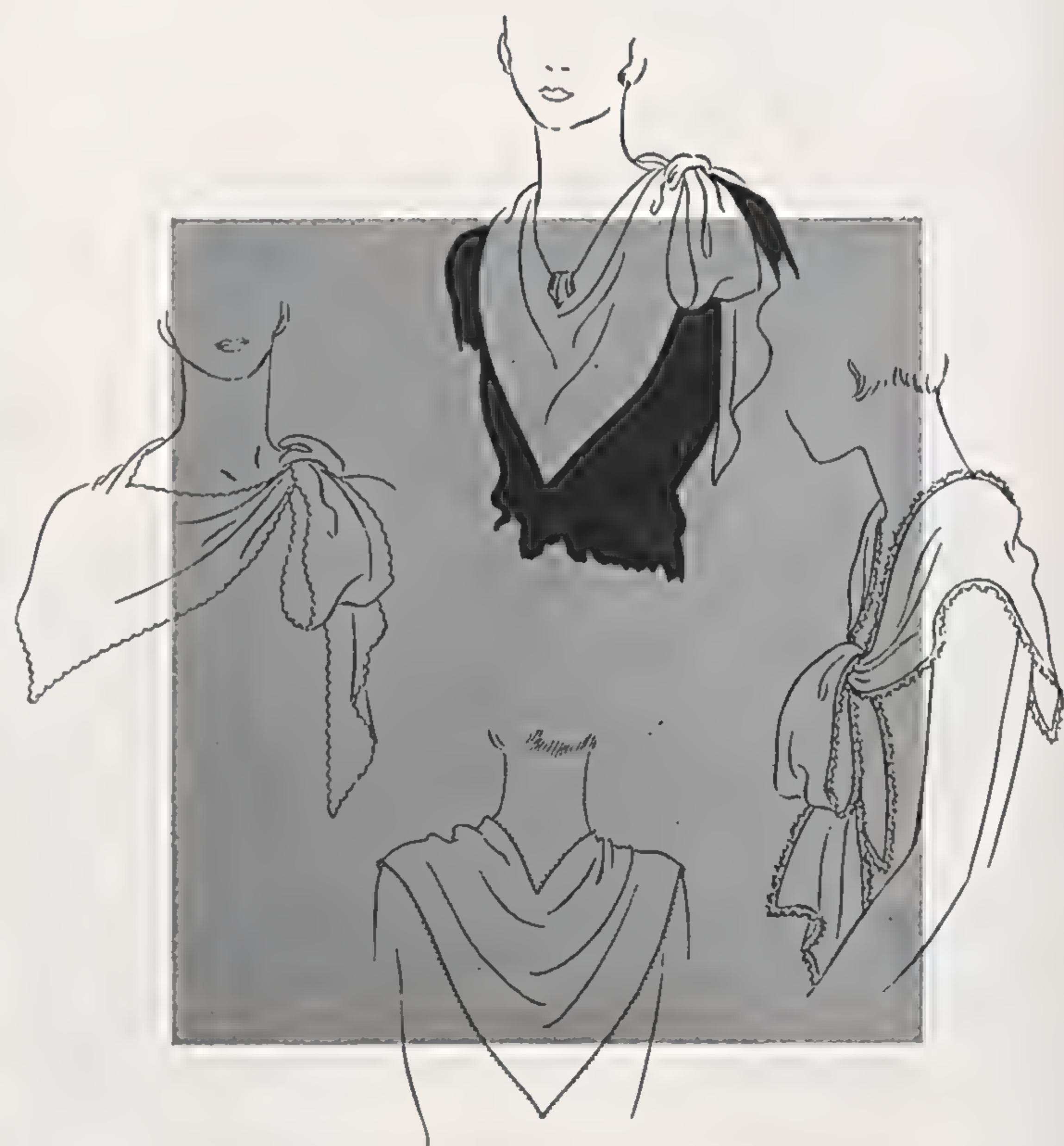
Maybelline preparations may be easily identified by the Maybelline girl on the package.



Maybelline

**EYELASH DARKENER
EYE SHADOW
EYEBROW PENCIL**

A COLLAR MAY TRANSFORM A DRESS



COLLAR SET No. 5713—Two collars are included with this set, shown above and below. Two versions of one of them (top and left) illustrate smart arrangements of the scarf collar to wear with country clothes. This set of collars is designed in one size only

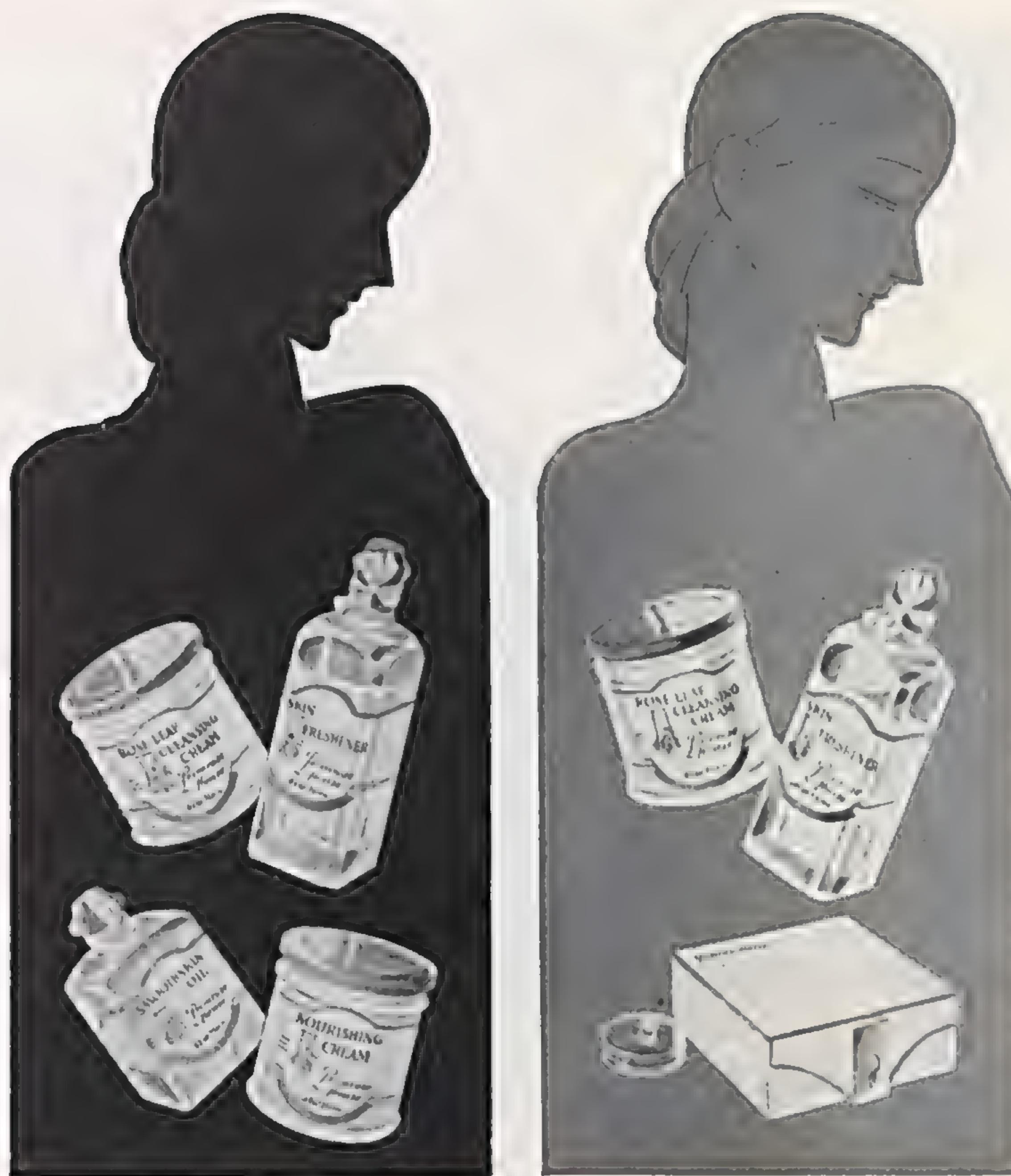
COLLAR SET No. 5713—At the right, above, are two versions of another way to wear this collar, which is charming for afternoon. It can be made of georgette, crêpe, or linen, and will give new life to a dress of last season. The set is designed in one size only



COLLAR SET No. 5713—This shaped collar for a V-necked dress is the second in the set. It can be made of handkerchief linen, georgette, or flat crêpe and would look very smart on a town frock with tailored lines. The set is designed in one size only

COLLAR SET No. 5713—The collar above is the same as the one shown at the left, with a jabot attached to the centre, which makes it a little more formal. The becoming jabot may be faggoted or hemstitched, as you prefer. Designed in one size only

DESIGNS FOR PRACTICAL DRESSMAKING



AT NIGHT—1. Cleanse with Rose Leaf Cleansing Cream. 2. Remove cream with pad of cotton saturated with Skin Freshener. 3. Then mix a few drops of Smoothskin Oil with Nourishing Cream and leave the mixture on the face and throat for five minutes, removing any cream that has not been absorbed with a soft cloth or tissues.

IN THE MORNING — 1. Cleanse the face with Rose Leaf Cleansing Cream. 2. Remove the cream with a pad of absorbent cotton saturated with Primrose House Skin Freshener. This tones the pores and gives a smooth basis for make-up. 3. Apply make-up—Pomegranate Rouge, and Primrose Chiffon Powder selected to match your skin tone.

Are you, too, committing complexion suicide?

You wouldn't deliberately try to ruin your complexion . . . yet that is exactly what thousands of women are doing to day . . . *without knowing it!* You too may be actually aging your skin . . . making yourself look older, because the preparations that were best for your skin a few years ago may be the most harmful now.

Ten years ago most skins were oily . . . today most skins are dry . . . the inevitable result of reducing diets, eliminating fatty foods, motorizing, steam heated houses, long hours exposed to sun and wind, and the swift pace of modern living.

You may not even realize your skin has become dry. Yet you yourself may be hastening the coming of old age by using preparations designed for an oily skin on a dry skin!

Don't go on forcing your skin to get along on half-rations. Feed it . . . give it oil and nourishing cream. Change your beauty preparations to conform to your new skin needs. Give your complexion a chance to stay healthy and alive . . . young looking!

It's easy to do. Primrose House, one of the first to realize that modern habits of living are making skins dry, has developed a special treatment . . . delightful, soothing balsams, fragrant oils and creams!

*Try the special dry skin treatment given above.
Watch your skin respond.*

There's nothing complicated about the Primrose House Dry Skin Treatment . . . it's simple and logical and takes so little time that even the busiest women can easily follow it. And it's so moderate in cost that no one need do without it.

To make it easier for you to try this Dry Skin Treatment, Primrose House has made up an Introductory Package, containing all the preparations necessary . . . Rose Leaf Cleansing Cream . . . Skin Freshener . . . Nourishing Cream . . . Smoothskin Oil . . . Pomegranate Rouge and Chiffon Powder. This miniature set can be had at any of the better drug or department stores for \$1.00, or send \$1.00 to Primrose House Salon, 595 Fifth Avenue, New York City.

Primrose House

HERE DWELLS YOUTH



Take a flying trip

UP THE COAST . . . and you will find the

Mrs. Franklin shops neatly dividing New England into three equal hops!

WATCH HILL FIRST . . . Mrs. Franklin is the shop on the corner, right across from the Yacht Club, where every smart boat is sure to be seen sometime on its travels. **YORK HARBOR NEXT . . .** informal, delightful. Come a hundred feet closer, and you see the Franklin geraniums—in the window-boxes of a little white cottage behind a white fence, where the village street turns down to the sea! **ON TO BAR HARBOR . . .** and a shop that's a mellow Colonial house with a garden behind it . . . striped umbrellas on its lawn . . . and the cars stopping by on their way to the Swimming Club.

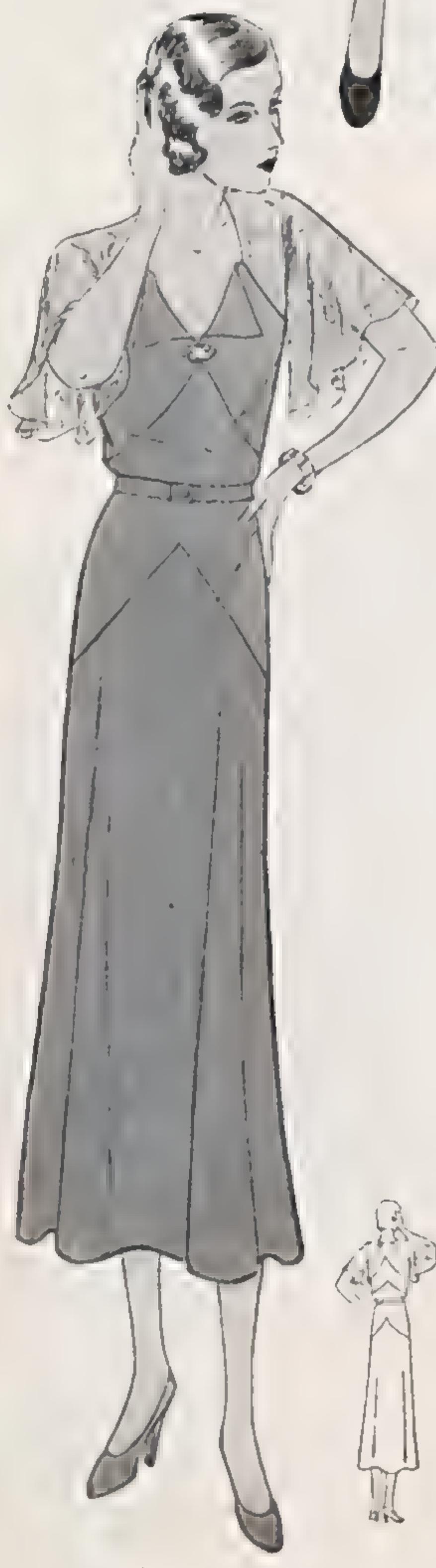
When your port of call is any one of these three places . . . for an hour, a week-end or a summer, when you need a lipstick, a bathing suit or a wardrobe, we hope that you will come in and see us. Prowling around for a hat, a sweater or a scarf is one of the things to do—amusement for a summer's day.

AND IN NEW YORK AND PHILADELPHIA . . . we're freshly done up with slip covers and cool with fans, and busy showing new things every day . . . since a Franklin knitted suit is the perfect costume for going places . . . the year around!



A PLANE'S EYE VIEW OF THE MRS. FRANKLIN SUMMER SHOPS

THREE COSTUMES WITH THE LINES OF A COMING SEASON



FROCK No. 5707—This easy-to-make frock of sheer mesh wool from Bochmann is very smartly trimmed with piqué. Designed for sizes 32 to 42

ENSEMBLE No. S3516—Pleats add length of line to this crêpe romana dress, which has a separate tie-on jacket. Designed for sizes 32 to 42

FROCK No. 5712—This becoming dress of triple chiffon and lace has the smart covered shoulders. It is designed for sizes 14 to 20; 32 to 38

All for Beauty



Sunshine is Beautifying When the Skin is Prepared

Nothing gives more lovely bloom than sunshine, when the skin is prepared and protected. With these HARRIET HUBBARD AYER preparations your skin derives nothing but good from the sun's rays, however prolonged the exposure.

First cleanse and prepare the skin with LUXURIA to prevent it from becoming dried out, parched and red. If you have a tendency to freckle, shield your skin with a film of BEAUTIFYING FACE CREAM—spread well over face, neck and arms—and dust with AYERISTOCRAT THEATRICAL FACE POWDER. Because it absorbs skin moisture and gives a lovely lasting finish, this is the ideal summer powder. After exposure cleanse and lubricate again with LUXURIA, and cool the skin with a soothing application of ALMOND HONEY CUCUMBER LOTION. At the end of the day your skin will be fresh and rested, free of all sensitiveness and glowing with perfect well-being.

LUXURIA costs 40c, 75c, \$1.75, \$2.50. BEAUTIFYING FACE CREAM 75c, \$1.50, \$4.00, \$6.50. ALMOND HONEY CUCUMBER LOTION 75c, \$1.50. AYERISTOCRAT FACE POWDER 50c, 75c, \$1.50.

The complete care of the skin at home is described in the little booklet "All for Beauty," which will be sent you free on request to

HARRIET HUBBARD AYER
INCORPORATED
BEAUTY PREPARATIONS

LONDON

NEW YORK

PARIS



*A Remarkable and
Inexpensive Way to
ELIMINATE
"SHINE"
FROM
NECK AND ARMS*

After a Linit Beauty Bath there is left on the skin an even, invisible "coating" of Linit which makes the usually heavy whiteners unnecessary. This Linit is absolutely harmless...and absorbs perspiration WITHOUT CLOGGING THE PORES!

Merely dissolve half a package or more of Linit in your tub, bathe in the usual way using your favorite soap—and then feel your skin! It will be soft and smooth as velvet, as well as perfect in elasticity and suppleness.

Starch from corn is the main ingredient of Linit. Being a vegetable product, Linit contains no mineral properties to irritate the skin. In fact the quality and purity of starch from corn are regarded so highly by doctors that they recommend it for the tender and super-sensitive skin of young babies.

Linit
is sold by your Grocer

*The bathway
to a soft, smooth skin*



ON HER DRESSING-TABLE

(Continued from page 72)

the skin and seems equally adapted to blond or brunette colouring, and a smooth, creamy ivory.

Still another contribution for weekend beauty is Krank's Overnight Kit, although the title hardly does it justice, since there is enough of every preparation to last fully a week or more. This compact little case in blue and silver includes the Lemon Cleansing cream for which Krank is renowned, three supplementary creams, an astringent, and the lovely new "poudre Krank." All the cases here-with described can be purchased in shops throughout the country.

EYES TO THE FORE

The place of eye shadow and eye cosmetics in general has had a meteoric rise in the world. From being the very exceptional cosmetics, used only by those who went in for elaborate make-up, they are now essential, and, certainly, among the most flattering items of our *maquillage*. Among the innovations of importance in this field is a new group of compact eye shadows in five excellent shades made by Princess Pat. There is a purple that is marvellously effective at night, a soft blue that is very youthful in its effect, a flattering grey, a very good brown, and a green that adds a dash of sophistication. These are easy to apply and last for a satisfactorily long time. Another innovation in the Princess Pat series is a "gold" rouge that has the faculty of creating on the skin the golden effect that is occasionally to be seen on some fair—and fortunate—blondes. This is a compact rouge that adapts itself to the tone of the skin it adorns. All the Princess Pat preparations are to be had in shops throughout the country.

NEW BEAUTY EQUIPMENT

Lesquendieu, a name known to many as the creator of the Tussy lipsticks, is in reality the parent name of four different groups of beauty equipment, which are now to be seen in new and smart guise at the toilet-goods counters of leading department shops. One of these groups is known as "Eclador" and includes every possible preparation for beautifying the hands and nails, among them a good variety of shades in liquid polish and the Almond Cream to keep the hands smooth and supple, the smart container for which is shown on page 38 of this issue. Then, there are "Flozor," the Lesquendieu hair preparations; "Farjoli," the creams and astringents; and all the Tussy rouges and eye cosmetics. Among the wide range of Tussy lipstick shades, incidentally, is one of those excellent colourless sticks to keep the lips smooth without tinting them. Among the interesting characteristics of all these preparations are the variety and subtlety of their colouring. A specialized Lesquendieu preparation that has a great following among Frenchwomen is a cream known as "La Reine de Crèmes," now put up in a new and smart little black crock. This is a finishing cream with protective qualities that serves as an unusually lasting powder foundation and

provides a velvety smoothness for the skin. All the Lesquendieu aids to beauty can be purchased in the larger shops throughout the country.

Eugène, the creator of the Eugène system of permanent waving, has introduced a series of preparations for beautifying the hair. These have been used professionally in various beauty shops heretofore, but now they are all done up in new modern packages, to take away with you and use at home, if you prefer. There is Shampoo Eugène, a liquid that lathers up into a fluffy mass on the head, cleanses the hair thoroughly, and leaves the scalp clean and healthy. Then, when the shampoo is rinsed off, there is Friction Eugène, fragrant little bottles of that admirable preparation so popular in France, to be poured over the hair before it is dried, making it easy to work with and leaving a light fragrance lingering in the hair. For setting the waves, there is Setagène, a very light, non-sticky lotion in convenient bottles with shaker tops. This lotion is so light that it can be used to set the waves in place before you begin to dress, and it will be dried when you have finished. For the final touch of gloss and sheen, there is Brilliantine Eugène, of which you need but a few drops rubbed into your palms, then over your hair. All of these preparations have been especially compounded to beautify and benefit hair that has been permanently waved, and they can be purchased in the many beauty shops where the Eugène method of waving is employed.

MORE AIDS TO BEAUTY

To keep the hands soft and smooth, Peggy Sage has introduced a new finishing lotion for the hands, a cool green or rose in colour, lightly perfumed with violet or rose. This dries very quickly and gives the hands a well-groomed look. It can be purchased at the toilet-goods counters where the Peggy Sage hand preparations are sold or in her New York salon.

A brand-new bit of equipment for removing cosmetics and facial preparations is known as "Face-Tex," soft-knitted cloths that are extremely convenient and efficacious to use. These are also helpful in applying lotions and tonics, and for various other uses, such as removing spots from delicate frocks. "Face-Tex" can be purchased in boxes of twenty at Stern's in New York, and in some other shops in different cities.

As the hot days of summer bear down upon us, there is no more important item among our toilet equipment than a cool, refreshing powder. Such a one is Ammen's "Skin Insurance," a powder which seems to bring a lasting coolness with it as it is sprinkled out of its tin and which acts most efficiently as a deodorant. If the skin is sensitive or irritated, a film of this powder proves as curative as it is soothing. It is interesting to note that the perfume of this powder, which is a particularly fresh and pleasing one, is derived entirely from the natural oils that are used in it. "Skin Insurance" can be purchased directly or by mail at a very moderate cost from Altman, in New York.

From the chemist's lips she heard the thrilling story



*Then She Tested for Herself the
Discovery that Resulted from
an Explosion*

THE story of Formula 770 might never have been written except for the persistence of a woman.

For the work of Marcel von Wertaur, Heidelberg graduate, was far afield from the application that was to make him famous.

But, inspired by the modest tale of this impractical young dreamer, this woman insisted that he give her a sample of the fluid that smoothed the wrinkles from his lye-corrugeted hands.

At home she experimented before her mirror. Elated at the results, she told one friend after another until Fifth Avenue demanded Velo-Derma.

Note to public

Velo-Derma, or Formula 770, is the extraordinary new youthifier discovered by Marcel von Wertaur, German chemist, after an explosion in his laboratory. Its widespread adoption by women as a means of eliminating lines and wrinkles has won for it tremendous success. It is sold by leading department stores in flacons priced at \$10 and \$25.



USE COUPON IF STORE CANNOT SUPPLY VELO-DERMA

THE VELO-DERMA COMPANY, 105 East 29th Street, New York City
Enclosed is my check or money order for Velo-Derma.

v

\$10 flacon \$25 flacon

M _____

Street _____

City _____ State _____



Even a swim cannot spoil this wave...

*Train your Hair yourself to Wave
Naturally...Lastingly*

TAKE a dive off the spring-board! Let the water seep through under your cap! Let the cap come off...What do you care? Your Gerardine wave will not suffer from the soaking!

This amazing new lotion actually develops in your hair a natural wave that is proof against rain, steam and sea air.

For ten years, in Paris, the marvelous lotion, La Gerardine, has been cultivating lustrous waves in heads that formerly had straight hair. Recently La Gerardine was brought to this country, and already 100,000 women in America have become enthusiastic users of it!

During a short period of simple home treatments, you can train your hair into deep, lasting waves. Or, you can have your own hairdresser give you the treatments. More than 3,000 leading American beauty shops endorse and use La Gerardine.

There is no alcohol, glycer-



Magical La Gerardine has trained a lasting wave in thousands of heads with hair as straight as that illustrated at the left.

The Gerardine treatment is so simple, so pleasant, that you can easily train your hair at home, into a really lasting wave.

ine or oil in La Gerardine, nor anything sticky or drying. It is made from rare herbs, beneficial to the hair and scalp. It does not affect the color of any type of hair.

You can buy La Gerardine at the toilet goods counters of leading stores at \$2.00 the bottle. Complete home treatment kit including full-sized bottle of La Gerardine, application brush, atomizer and six combs, \$3.50. La Gerardine Salons, New York and Paris.



La GERARDINE

SALON GERARDINE . . . 15 West 46th Street, New York
Harold F. Ritchie & Co., Inc., New York. Sales Representatives

THE SUB-DÉBUTANTE

(Continued from page 65)

you wore when you were a baby. It is made in one colour with stripes in two tones of another colour, stops abruptly at the waist-line, where it ties, and is coolly short of sleeves. It costs less than \$6. And Altman has a jacket-blouse to wear with either of your white dresses, the white skirt, or a dark skirt in the autumn, magically producing a suit. It closes sharply on the port side, in a diagonal manner, and is fastened with large, bland, flat, disk-like silver metal buttons and tied, amidships, with a string belt. This is done in bright coloured flannel or in white and is less than \$10. Under this, or with the white linen suit in the sketch on page 64, you might wear Lord and Taylor's stitched fireman's red linen blouse, buttoned with one large white button.

ACCESSORIES FOR THE 'TEENS

String berets, of which you probably have plenty, are a solution to the inexpensive hat problem. They cost next to nothing, they are very becoming, they are comfortable, and they can be laundered easily (be sure you do this often). But, if you get tired of seeing yourself in them day after day, fly into the débutante department of Saks-Fifth Avenue and seize one of the new midway hats, made of a bucolic fabric, looking and feeling like a somewhat stiffened wool crêpe. They crush, they weigh nothing, they are airy as a breeze—small, shallow-crowned, and narrow of brim (when there is one). A particularly good one is a beret in bright, electric-green with a stiff, stark, and very straight feather in back.

This is a season when cotton gloves are smart—a very happy turn of events, because they are also cheap. For less than \$2.50, you can find the hand-stitched kind at Hollander's. You can wear them either in town or in the country, and they will be as smart as they are clean. If you stuff two or three pairs of short white washable suède gloves in your drawer, you will be committing a great economy, too, because (if you are old enough to wear gloves in the evening), these will look well by night.

Another way of urging a few dollars into a march through a couple of seasons is by purchasing some fantastically bumped or twisted string or woollen and, in those spare moments in which you wait for the family to come down to dinner, busying yourself with the creation of a wrapped-around sweater, beret, or scarf. If you don't know the rudiments of this quaintly old-fashioned pursuit, Macy's can familiarize you with both what to make and how to make it.

This, they tell us, is a pyjama age, and we suggest that you meet this situation, your young shoulders thrown back and your inquisitive young nose high in the air, by looking at the following items—especially if your allowance is practically extinct, and you are looking for prices that are as nearly minus quantities as possible. To the tune of \$5, unearth those neutral-background, darkish-printed ones from Franklin Simon that may be worn for that funny thing called leisure, and some similar ones for sleep-

ing. If you have wealth to the point of twice that price, you may luxuriate in brighter prints partially hidden by a jacket. And, if you are so rich that we can hardly bear it and possess the great fortune of \$18, you may wallow in some enchanting pyjamas, of monochrome crêpe, with trousers made of three tiers (these have such a satisfying look when you walk that you will probably wear a path in the bedroom rug from one end of the room to the mirror). They are also the elegant possessors of a cowl-line, a low back, and a bolero.

We won't attempt to tell you that evening dresses are being worn to the ankles—you've known that for ages. But we would like to chirp that this is one field in which you may let loose economy to your heart's content. You need a lot of evening dresses; you wear each one only a few times—therefore, it is more of an economy to buy several for little money than two or three expensive ones, although this policy, wise as it is here, is folly when applied to almost anything else. You'll find enchanting things in cotton this summer—organdies and mouselines and such—but take care that you don't pick out those burdened with embroidery or several flounces too many. Simpler ones are much smarter.

RULES FOR YOUNG FACES

Now, if we may mutter a few words of wisdom on the care of the face, let us suggest that you do not squander the whole of your great wealth in the extravagant purchase of every brand of cold-cream or lotion that comes in a good-looking bottle. Rather, select a brand the looks and the quality of which you like, and buy it in a set, preferably a set in a compact little case (this may amount to a sizable sum at first, but it might be wrangled by some strategic wheedling or coaxing of the parental element long enough before a birthday to enable you to get another present when the birthday actually arrives). In this way, you may replace empty jars, as they reach that state, and the upkeep will be very small. Clean your face with cold-cream at night, swab it off, and forget about such heavies as

nourishing creams except about once a week. Use only a little bit of powder and don't let it show. We suppose that lipstick is permissible if you are old enough to be spared your mother's objections, but a Puritanical instinct makes us grit our teeth when we say so. Keep it light and very inconspicuous. Tangee is a good, natural-looking kind. Keep your hair well brushed and smooth and let it grow long enough to end in a row of curls in the back. Don't have the waves in it stiff and relentless, but, on the other hand, don't let it get wild-looking, or you will look like a tomboy. Sleeping with a net protecting a gentle finger-wave is a good way of maintaining a happy medium.

With this little booklet of rules, illustrated by the clothes we have lost so much weight to find, a Sub-Deb should be assured a painless summer and autumn, and we confidently expect the grateful embraces of millions of newly happy families, cheered by the victorious result of only one row a day.



At such times take care

Your safety requires the strict *purity* of Kotex

Because sanitary protection is so closely related to health,
don't risk substitutes of doubtful hygienic value

SANITARY protection is too closely related to your health . . . your personal ideals of cleanliness . . . to risk methods of whose hygienic safety you are uncertain.

Consider for a moment the infinite care with which Kotex is made. Hospital standards of cleanliness prevail. Wonderful, modern machinery makes Kotex from start to finish. Hands never touch it.

Hospitals use Kotex

And so Kotex comes to you immaculate, pure, almost surgically clean. The widespread use of Kotex by hospitals is your assurance of its safety. Last year more than 10,000,000 pads were used by hospitals alone. Kotex fully meets their requirements.

No sanitary protection of lower standards should ever be used. True, substitutes sometimes cost a few cents less. You might be willing to sacrifice a little in comfort for this saving. But re-

member that the matter of health, too, is involved.

Before accepting a substitute for Kotex, consider these questions: "What do I know of this sanitary protection? What assurance have I that it's fit for such intimate, personal use? Who guarantees its cleanliness, through and through?"

Every refinement

In addition to health protection, Kotex offers every refinement of comfort. Skillful shaping. Softness that lasts, because laminated layers of Cellucotton absorbent wadding distribute moisture scientifically. This layer construction permits easy adjustment to meet individual needs. And it is treated to deodorize.

Buy Kotex at any drug, dry goods or department store, or singly in vending cabinets through West Disinfecting Co.

Kotex Company, Chicago.

KOTEX IS SAFE...

- 1 *Can be worn on either side with equal comfort. No embarrassment.*
- 2 *The Kotex absorbent is the identical material used by surgeons in 85% of the country's leading hospitals.*
- 3 *Kotex is made from Cellucotton (not cotton) absorbent wadding; lighter and cooler than cotton, yet absorbs 5 times as much.*
- 4 *Kotex is soft . . . laminated layers absorb scientifically, away from the surface.*
- 5 *Disposable, instantly, completely.*

Regular Kotex—45c for 12
Kotex Super-Size—65c for 12

The new Kotex Belt, 50¢
Brings new ideals of sanitary comfort! Woven to fit by an entirely new patented process. Firm yet light; will not curl; perfect-fitting.

(U. S. Patent No. 1770741)

KOTEX
Sanitary Napkins

WHEN YOU'VE DRESSED THIS FAR —take just an instant for DEW

*It will protect the gown
you're going to wear*



(DEW instantly and completely deodorizes sanitary pads)

DEW

CRYSTAL-PURE DEODORANT
INSTANT NON-PERSPIRANT

Can be used at any time
Stops perspiration instantly
Won't irritate the skin

LAMBERT-FESLER, Inc., ST. LOUIS
Paris, London, Berlin, Amsterdam, Copenhagen, Barcelona, Sydney, Toronto, Shanghai



TIPS ON THE SHOP MARKET

(Continued from page 67)

are designed to be part of each costume and are just as much a part of it as the belt or little you inside.

- All the world is thinking of the golf course. Try that on your gramophone. The latest development along these lines is dedicated to the devotee who starts out for his round of golf, rain or no rain. It is a short rubber jacket that goes over whatever you have on when the pitter-patter begins. For men, it is cut after the immortal poncho pattern—that is, with a hole for the head—and is made in masculine colours; you know, dark blue and all that. For women, it takes the form of a neat little jacket that snaps up the front, in a light green or a yellow rubber. These garments are small and supple enough to go not too bulkily in your pocket, in case the rain stops or holds off or something. They're from Altman.

- At MacVeady's, on Fifty-Sixth Street, I found you some fillers for the great gaping holes that have a way of appearing in the middle of your wardrobe come July. An evening dress that would be a great stop-gap is of black chiffon made in a series of tiers that are somehow gathered into unpressed pleats and look like petals. This petal deception covers your shoulder, and there is a belt, metal trimmed. Another evening dress to save your summer situation is of dusty pink crêpe along simple lines with that business at the top of double crossed bands that makes you look broad-shouldered. There is a short coat of ruby coloured velvet that you can get to go on top, which has a band of blue fox across the back and over the arms. Everything I've mentioned up to now is from Talbot. Then, for that alarming moment when it is borne in upon you that you have no town clothes and a date with a beau at one, there is a charming dress and short coat of a print that has a black background and big white leaves. A white cellophane hat to be had makes a very good combination. The hat has a shallow crown, a medium-broad brim, and a band of black-and-white uncut velvet. I must tell you about a Reboux bridesmaid hat to be found here. It has a broad brim of pink angel-skin and a crown of pink and blue velvet that suddenly develops sou'wester tendencies and sweeps over the brim like a superimposed fisherman's hat.

- Once upon a time, darlings, I told you about a shop on Fifth Avenue called Mignon, which is superlatively good in making clothes for the long-leggy, distinguished kind of woman and in making the not so tall and not so leggy look as if they were. A recent visit brings to light the things Mignon is doing for midsummer. First, I must tell you about a little dress which is the perfect Little Dress. Plain as plain, with a delicate, unobtrusive collar of embroidered organdie. It has short sleeves cut irregularly like petals. This dress is so adaptable that it would be admirable in crêpe for town, in linen for the country, and in a dozen other materials for a dozen other purposes. Next, a soft, fluttery, afternoon dress of a printed chiffon with a large, vague leaf design in chartreuse-green and a

little light brown. It has a jacket of crêpe that is a twin print to the chiffon. Next, a wonderfully graceful and dignified evening dress of chartreuse chiffon, with an apron in two tiers in front, a square neck-line in front, a cowl in back, and two big green roses on one hip. The feature of the dress is a ruching of chiffon, which follows the edge of the neck-line and looks both quaint and very modern and unusual. A very good pair of pyjamas here is made of a large, fresh, gardeny printed foulard with gay, strong colours, and it has a jacket and wide sash of dark blue crêpe. There is a big hat that goes with these pyjamas. It's rough dark blue straw and enormous, and its brim goes rippling along.

- Jay-Thorpe has some brassières which go by the name of Gordon Uplift and are very, very good. For sports, they are of white voile, beautifully made and a little over \$3. There are peach net ones for other uses. There are three varieties of back. The plain back that has a regular fastening of the material, one end to the other. The elastic back has a strip of elastic across the back, joining the ends of the front of the brassière. And the evening back has long, narrow strips of elastic that cross in back and fasten in front. They are all very good for their own purpose and all very uplifting. By the same maker, there is also a brassière of wool lace, to be used under a bathing-suit, and an excellent idea, too.

- Bonwit Teller has been up early and caught a nice fat worm. Not that anybody could call the Atlantic Beach Club a worm. But understand me, I was just showing that I know quotations with the best of you. Bonwit Teller, she began again, has opened a shop in the Atlantic Beach Club, where it will sell pyjamas, bathing-suits, sports clothes, evening dresses, shoes, perfume, and a generally full line of goods to the ladies who have forgotten something and to the girls who go down there for a swim and remain for dancing, or vice versa. Anybody who is a member of the Club automatically has a charge account with the shop. The models of yachting pyjamas—white linen coats, and navy-blue jersey trousers, and all that—are especially good. But, leaving the serious fashions alone, I really must tell you about a certain mammal you will be able to buy at the Bonwit Teller Atlantic Beach shop. He is a lovely rubber camel who carries two flasks tucked into his rubber vitals, filled with liquids. What goes into those flasks is your lookout. And if you should be so heartless to your four-footed friend as to take the flasks away for your own uses, you can use him for a pillow, for he is full of soft stuffing. A kindly camel, that, at less than \$6. And I must mention just one more gadget. A telephone. But a funny kind of telephone. It's a perfume atomizer, and you squeeze the receiver, which turns out to be a bulb. It's finished in pastel colours to harmonize with your boudoir, as telephones do in all the best regulated movies. Of all gadgets, this is the most gadgety and one of the most amusing. It costs about \$5.

THE MOST BEAUTIFUL LIPSTICK EVER CREATED

Enchanté

Exemplifying the matchless artistry of the great international beauty authority
HELENA RUBINSTEIN



THIS outstanding achievement of her distinguished career comes as the crowning feature of a lifetime devoted to fostering the beauty of womankind. Lipstick Enchanté embodies the most recent scientific advances in lipstick-making. It will unquestionably meet your highest expectations.

Its jewel-like case is distinguished in design—its dewy texture is soothing to the lips—its fragrance is exquisite in delicacy—and its perfect indelibility will endear it to all lips.

In two thrilling new shades: Blonde, Brunette, the latest sensations—to complement every type of beauty.

Lipstick Enchanté is only . . . 2.00

New! Protective Beautifying Make-Up for Summer Faces

Sunproof Beauty Foundation, a new Sunproof Beauty Powder, a new Waterproof Rouge—protective, beautiful, becoming.

SUNPROOF BEAUTY FOUNDATION—cooling, adherent, exquisitely flattering. Containing a new discovery which protects the skin against the burning, aging rays of the sun 1.50, 5.00

SUNPROOF BEAUTY POWDER—stauchly adherent. In a new summer tone exquisitely becoming to blonde, brunette or chataine. Safeguards the skin against the sun's actinic rays. In containers of Surf Green or Cerise 1.50

WATERPROOF ROUGE-EN-CREME—New! Stays on through golf, tennis, bathing and motoring. Youthful tone! Containers of Surf Green or Cerise . . . 1.00

SUNBURN OIL (for the beach)...protects against sunburn and freckles while permitting a becoming tan. In green flasks 1.50

COMPACTS—In beautiful containers of Surf Green or Cerise—to match the summer ensemble. Loose Powder 1.00 or Double 1.50

For Freckles and Tan

New! Pasteurized Bleaching Cream—may be used instead of cleansing cream to bleach away light tan and freckles. . . . 1.00

Skin Clearing Cream (Beautifying Skin-food)—corrects sallowness and freckles. Beautifies dull, lifeless skins . 1.00, 2.50

Ask for these beauty creations at Helena Rubinstein's Salons or at your favorite shop.

YOUR SUMMER BEAUTY ENSEMBLE should include the following preparations:

Water Lily Cleansing Cream—the youthifying cleanser—contains beautifying essences of fresh water lily buds . . . 2.50, 4.00

Youthifying Tissue Cream—for dry skins, lines, wrinkles and crows' feet 2.00

Snow Lotion—cooling 1.00

Skin Toning Lotion—prevents and corrects fine lines and wrinkles . 1.25, 2.50

Pasteurized Camphorated Cream—soothing, an ideal after-shaving cream. Tubes .75

Liquidine—to remove "shine" . 1.50

Water Lily Deodorant Talc . . . 1.00

Persian Eyeblack (the super mascara) leaves lashes silky soft—stays on . 1.00, 1.50

Eyelash Grower and Darkener . . 1.00

HELENA RUBINSTEIN

Extends a Cordial Invitation to You

to visit her cool, quiet Salons for expert advice on the correct care of your skin and for suggestions on the new make-up. Come in—even for a short treatment—and learn to fortify your helpless skin against exposure to the burning sun. Special Treatments are now being featured to keep you young and lovely through the trying season. And do investigate the individual scalp treatments, shampoos and waving for which the Hair Departments of these Salons are famous.

helena rubinstein

8 East 57th Street New York

PARIS CANNES MILAN CHICAGO BOSTON DETROIT TORONTO LONDON

COUETTES

*Sterilized
cotton for
cosmetics*



... Ready-cut to cut time and trouble from your beauty routine



The day is passed when you shaved your own soap for laundering. Then why waste time tearing cotton into shapeless bits when it comes ready-cut in just the size for all cosmetic uses! COUETTES we call these absorbent little pads of purest cotton. Couettes are the perfect ally of liquid cleansers, lotions—all liquid preparations. And if you want a revelation in easy cream removal, try a Couette dampened with water or your astringent. You will find dozens of other uses when Couettes are so conveniently at your finger tips. Clean powder puffs, for example.

Ask for Couettes wherever you buy your cosmetics. Send 10c for sample.

• Johnson & Johnson •
NEW BRUNSWICK NEW JERSEY
WORLD'S LARGEST MAKERS
OF SURGICAL COTTON

LITTLE RESTAURANTS

(Continued from page 57)

One must remember that the hamlet is so tiny, so sea-girt, that the inhabitants have that greatest of privileges—to be buried at sea. Good walkers may climb up from San Fruttuoso, or down to it, from Portofino-Vetta; it is an enchanting route, even if perilous. The charm here, apart from the food, is remoteness. Roam over the olive-clad hills, wander by Andrea Doria's aggressive watch-tower, built against the Saracen raids and to-day the village school; the only sounds are the lapping of the sea, the twitter of birds.

At picturesque Portofino—from where you take the boat to San Fruttuoso—try the *frittura* on the terrace of the restaurant Nazionale, overlooking a tiny, colourful harbour. *Frittura di pignaëti cioupin* is a famous fish soup, and, if you have a passion for cuttlefish, ask for *frittura di totani*. Artists, writers, and other wise folk come to this little restaurant for its fish specialties or for *aragosta degli scogli di Portofino*, a dish of the freshly caught little lobsters.

"SPICE TOWN"

Few foreigners halt at La Spezia (Spice Town), Italy's chief naval base, yet Shelley chose it—before guns and arsenals, to be sure, had spoiled its magnificent gulf. We stop because, only half an hour from the town by little steamer or motor-car, at Porto Venere, one of the most beautiful spots in Italy, is hidden a gastronomic curiosity—sea-dates (*datteri di mare*). These strange finger-shaped shell-fish, found only here and at Pola (miles off, in Istria), are delicious eaten raw with pepper and lemon or cooked into a spicy soup. Ask for them at the quaint little Hotel Del Genio, built in the ruins of an imposing castle, and drink the famous white wine "Of the Five Lands" (*Delle Cinque Terre*). Sea-dates grow hidden in the solid sea rocks, absolutely, completely encased in the stone, as neatly as a sword in its scabbard.

In Tuscany now, "the garden of Italy," everything is supposed to be *extra*—wine, meat, fruit, vegetables. Viareggio is the Florence shopkeepers' idea of a sea-resort, and its situation, with several miles of perfect sandy beach and pine woods, at the foot of the towering Apuan Alps (where Carrara marble comes from) is superb. Stroll on the pier, watch the huge fishing nets hanging out eternally (one can hire them by the hour and keep the catch), eat dinner at Tito's, while, ghost-like, the fishing-boats in the dusk slip into harbour, their painted sails flapping faintly.

Cacciucco is the great dish here, the Italian version of "bouillabaisse." Several varieties of fish are served you in a fragrant, soup-like sauce, flavoured with onion, "a nothing of garlic," tomatoes, parsley, and oil mixed with a little vinegar. *Cacciucco* is nowhere better than at Viareggio. Red mullets, Leghorn style (the fish so adored by the ancient Romans), fried quids, or devil-fish (*totani fritti*), are other good Italian sea dishes.

A popular restaurant, frequented by those who know, is The Murderer's. Years ago, the owner or his predecessor killed a man, went to jail, came

home. Every one kept referring to his wine-shop as "The Assassin's." Anywhere else, this would have meant failure, ostracism; not here. Our man was clever; he merely changed the name of his concern, painting up in huge letters, "All' Assassino" (At the Sign of the Murderer), and made his fortune.

Here, everything is good, everything genuine Tuscan. *Bue Toscano* (Tuscan beef) is a byword in Italy for quality. Really well-cooked *scaloppine al Marsala* (fillet of veal with Marsala sauce) is a savoury dish. Order with it fried pumpkin flowers (*fior di zucca*) or fresh pease, Florentine style.

We are now in Florence, city of *chianti* (not to mention flowers, of which good *chianti* wine is supposed to have some of the perfume). *Chianti*, if a product of America, would be advertised something like this: "The best wine from the best grapes in the best county of the best country on earth," and this much-misunderstood wine would deserve the compliment. All over the world, a red mixture is sold, mixed with alcohol, labelled *chianti*, in flasks with a tricoloured ribbon. Real *chianti* is so mild, so fine, so "loyal," that it can not travel, much less be exported. Look nowhere for the wine "with the fragrance of orris-root, the perfume of violets, the zest of spring," if not in Florence or her immediate vicinity. The best names in Tuscany stand for some special brand of the native nectar: *chianti Ricasoli*, *chianti Niccolini*, *chianti Torrigiani*—but I prefer the natural, nameless *chianti* sold by the half-glass, in the tiny *fiaschetterie* (flask shops), frequented only by old-time cabbies and chauffeurs. Some addresses? Cecco, near San Lorenzo, right off the Baptistry Square, is always good; then Lapis Hols, and, naturally, La Boca, in the basement of Antinori's Palazzo (Via della Trebbia), one minute from "Main Street" (the Via Tornabuoni).

FLORENTINE DISHES

I hardly dare mention the world-famed Paoli, in the Via de' Tavelini, where the food is excellent—the specialty, baked tripe. What to order? Here we are in the land of all our old friends; *fritto misto* (the mixed fry, often of six or seven kinds of meats, and seven or eight vegetables); *miastrone*; *zabaione*, that delicious hot sweet of beaten egg and Marsala.

I will add a few more; a lovely dish of eggs, young artichokes, with Parmesan cheese, *tortino di carciofi*; the bewildering macaroni pie, *pasticcio di maccheroni*, of chicken livers, giblets, calves' brains, macaroni, all cooked in a crisp crust.

The roast shops (*rosticcerie*) are one of the typical Florentine sights. Here, on long spits before a wood fire, the spicy birds with sage turn unwearily; tender roast beefs drop tears of pure gravy; roast suckling-pig whispers of apple-sauce and mashed potatoes, while rows upon rows of chickens take a warm brown tint.

Baked beans and tomato sauce is the national dish of the City of the Lily—*Fagioli Cotti al Forno*. Some pastry shops? The immortal ones in "Main Street"— (Continued on page 88)

SCHOOL TIME
IS UPON US

Vacations are ending. Children will be returning from the woods and the sea and the mountains before you know it. School programs are fast developing.

The best schools are filling their quotas now. If you have not yet decided which is to be your child's school, now is the time to settle the question.

Glance through the advertisements of fine schools that appear on pages 16 to 18. *Vogue* has investigated them all, and recommends them to you for their excellent administration and intelligent staffs . . . for their high standards of academic and non-academic training. We suggest you write for catalogues of some of the schools that attract you most.

We also suggest that you let us send you *Vogue's Book of Private Schools*. An authoritative study of all types of private schools, this book discusses the important details that should be investigated before deciding on which kind of school to which to send your child.

It covers schools from the nursery school to the post-graduate . . . from the American military to the European finishing school . . . such details as curriculum, equipment, faculty, entrance requirements, discipline, and aims of each type of school.

We will be glad to send you a copy without cost and without obligation. Its pages are rich in suggestions of new developments in education, the standards you should expect, and even of types of schools possibly unknown to you, that are direct answers to your needs.

Now!.. Actually Get Rid of Hair on Arms and Legs

Banish completely the problem of coarsened re-growth

A Discovery That Is Proving to the Wonder of the Cosmetic World That Hair Can Not Only Be Removed Instantly, But Its Reappearance Delayed Amazingly



Not only is slightest fear of coarsened re-growth banished but actual reappearance of hair is slowed amazingly.

is different from any other hair remover known.

What It Is

It is an exquisite toilet creme, resembling a superior beauty clay in texture. You simply spread it on where hair is to be removed. Then rinse off with water.

That is all. Every vestige of hair is gone; so completely that even by running your hand across the skin not the slightest trace of stubble can be felt.

And—the reappearance of that hair is delayed surprisingly!

When re-growth finally does come, it is utterly

unlike the re-growth following the razor and old ways. You can feel the difference. No sharp stubble. No coarsened growth.

The skin, too, is left soft as a child's. No skin roughness, no enlarged pores. You feel freer than probably ever before in your life of annoying hair growth.

Where To Obtain

It is called NEET—and is on sale at all drug and department stores and beauty parlors. Costs only a few cents.

277A

Neet *Cream*
Hair Remover

A WAY of removing hair on arms and legs has been found that not only removes every vestige of hair instantly, but that banishes the stimulated hair growth thousands of women are charging to the razor and less modern ways. A way that not only removes hair, but delays its reappearance remarkably.

It is changing previous conceptions of cosmeticians about hair removing. Women are flocking to its use. The creation of a noted laboratory, it

"Now I can stand the Public Gaze"



Can You?

At a swimming party, you slip your beach-coat from your shoulders—and suddenly your bathing-suit seems all too brief . . . At a dance, you raise your arms to pin back a stray lock, forgetting that your dress is sleeveless. These moments (in fact, any moment in public) need not be embarrassing if your skin is free of disfiguring hair.

And it's really easy to keep your underarms,* forearms and legs smooth and hair-free if you use

DELA-TONE

The White Cream Hair-remover

—now comes in two sizes

50c New Larger \$1

Made according to our exclusive formula of the finest ingredients money can buy—Del-a-tone Cream is the result of over 23 years experience in the manufacture of depilatories. Easy to use as cold cream, Del-a-tone removes hair in 3 minutes or less, has no offensive odor and leaves your skin satin-smooth.

Mildred Hadley



*Removal of underarm hair lessens perspiration odor, you know.

P. S.—I almost forgot to tell you that Del-a-tone is sold on a Money-Back Guarantee. We have seen Del-a-tone win wide popularity on real merit alone, that's why we offer to refund your money cheerfully if you are not satisfied with this dainty depilatory. By the way, I hope you've noticed that no extravagant claims have ever been made regarding Del-a-tone.

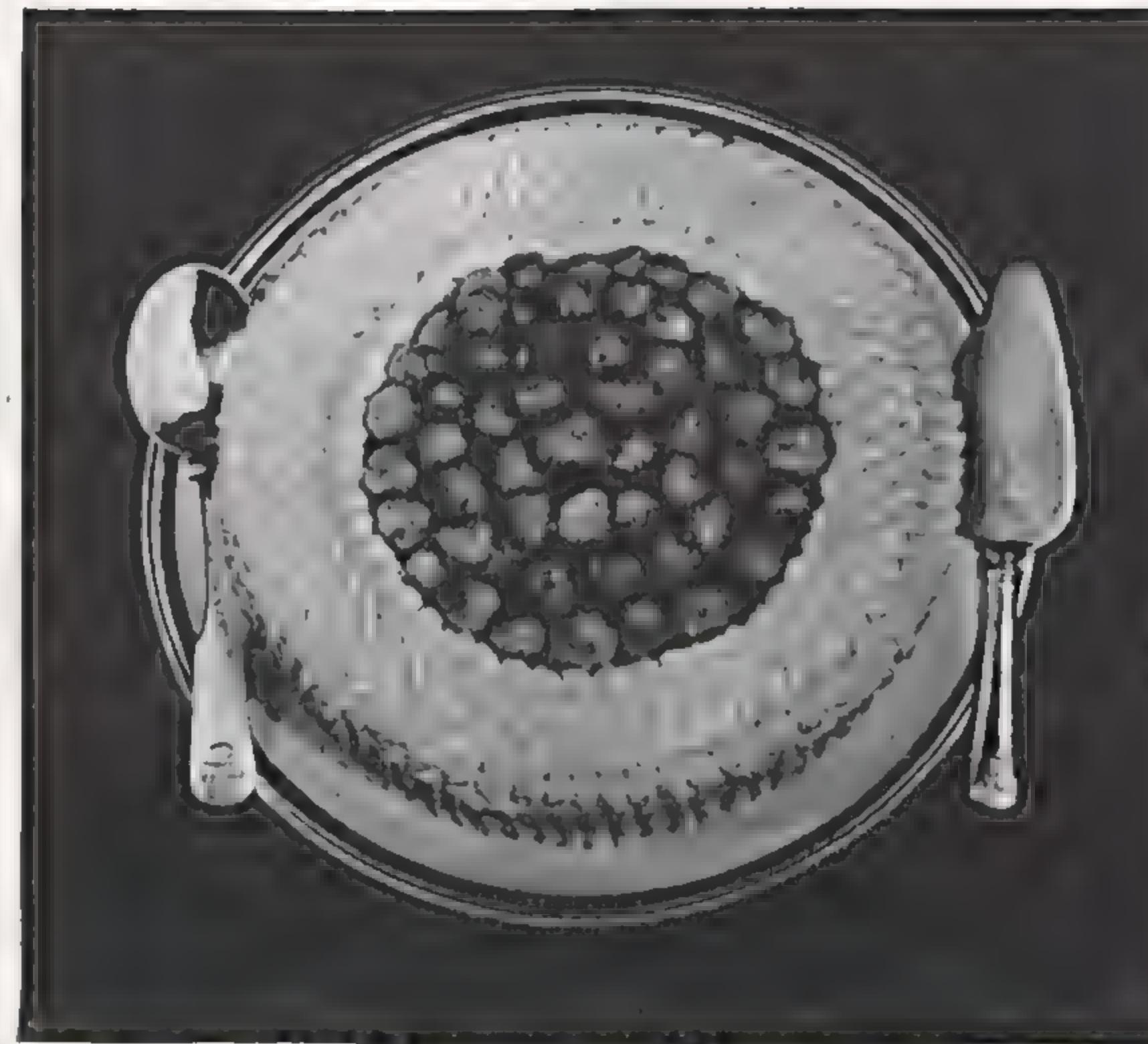
Del-a-tone Cream, 50c and \$1 (also Del-a-tone Powder, \$1 size only) at drug and department stores. Or sent prepaid in U. S. in plain wrapper. Write Miss Mildred Hadley, The Delatone Co. (Est. 1908), Dept. 187, 233 East Ontario St., Chicago, Ill. Trial

Offer

Miss Mildred Hadley, The Delatone Company
Dept. 187 Delatone Bldg., 233 E. Ontario St., Chicago, Ill.
Please send me in plain wrapper prepaid, generous trial
tube of Del-a-tone Cream for which I enclose 10c.

Name.....
Street.....
City.....

Clip and Mail
TO-DAY



LEON DE VOS

Dean's makes this delicious confection with a ring of their famous sponge-cake iced with meringue and filled with strawberries. The "Sheaf of Wheat" serving silver is from Black, Starr and Frost-Gorham

THE SUMMER HOSTESS

(Continued from page 58)

delicious, warm fluff of eggs and wine that is almost incredibly light. Sabayon is not easy to make, but once a cook catches the trick of it, it is hers forever, and it can be done excellently with sweetened cooking sherry or white wine. A sound recipe for making it is appended at the end of this article. Once you have your sabayon, try a base of raspberry ice scooped out to hold stoned black cherries, covered with a fluff of the sauce. Another idea is to have ice-cold, fresh pears cut in half, with a bit of the centre cut out, heaped over with sabayon. Either of these combinations can be served most effectively from a large serving bowl.

Melons offer unlimited inspiration, and, if you have a small serving bowl, little balls of cantaloup, watermelon, and honeydew flavoured with white cooking wine or sparkling grape-juice and sprigged with fresh mint make an excellent mélange. Don't forget to have it ice-cold—the reason these combinations are frequently more successful in restaurants than they are in people's houses is because the restaurant chef knows the vital importance of keeping them imbedded in ice until the instant before they are served. Another grand thing to do with melons is, first, to make sure that they are very ripe, else it won't work. Then, cut them in half, fill them with sweetened port or sherry about half-way to the tops, and leave them in the refrigerator; covered, until the ripe melon has absorbed almost all of the wine.

Of course, every one serves berries by themselves, as each variety comes in season, and, heaped in a bowl—perhaps, one that has been lined with grape leaves—they are as decorative as they are delicious. When you are a bit bored with strawberries and cream, you might serve the strawberries sprinkled lightly with powdered sugar and lemon (which brings out their flavor marvellously) and toasted almond shavings. Individual tarts can be made with the thinnest possible shells of pastry, and your good cook

will make a syrup of sugar and water and drop the fruit in it for about two minutes before filling the shells, to give the glaze that is so attractive. These can be made in large pastry shells, if you prefer, but do restrain the cook's inclination to "decorate" them with swirls of whipped cream, even though you offend her artistic sense, for whipped cream manages to add a fussy, pretentious note to any dessert it is supposed to adorn.

Dean's, in New York, arranges fresh strawberries, raspberries, or peaches in the attractive way that is shown at the top of this page. A ring of the famous Dean sponge-cake iced with a delicious meringue is filled with huge, fresh berries. This same establishment provides a delectable combination of fruits and ices in their Fruit Bombe Pistache, in which a mélange of fruits is frozen within a coating of pistache ice-cream.

If you have tucked away in your own private stock a bit of brandy or cherry liqueur that you can consecrate to cooking, you could have prepared Cerises "Flambées" or "Jubilées," which are stoned black cherries nested in very firm vanilla ice-cream, with the liqueur poured over them and set afire just before the dish is borne off to the table in a blaze of glory. And another "if" is—if you can secure some of the incomparable fresh almonds which are so abundant throughout France and which can sometimes be secured at a few of the better American markets, you have a perfect summer dessert. You can serve cheese or cherries with them, if you like, but your true gourmet will go on eating the almonds as long as they last, remembering with tenderness the liqueur or the glass of port that always accompanies them on the Continent.

The compotes of whole stewed or poached fruits that are often sadly mistreated by a careless cook can be delicious when they are properly prepared and served, made either of individual fruits or of two or three that combine well. (Continued on page 90)

REDUCE YOUR FLESH

Arms, Legs, Bust or Entire Body and relieve Varicose Veins with

DR. WALTER'S FLESH COLORED RUBBER GARMENTS

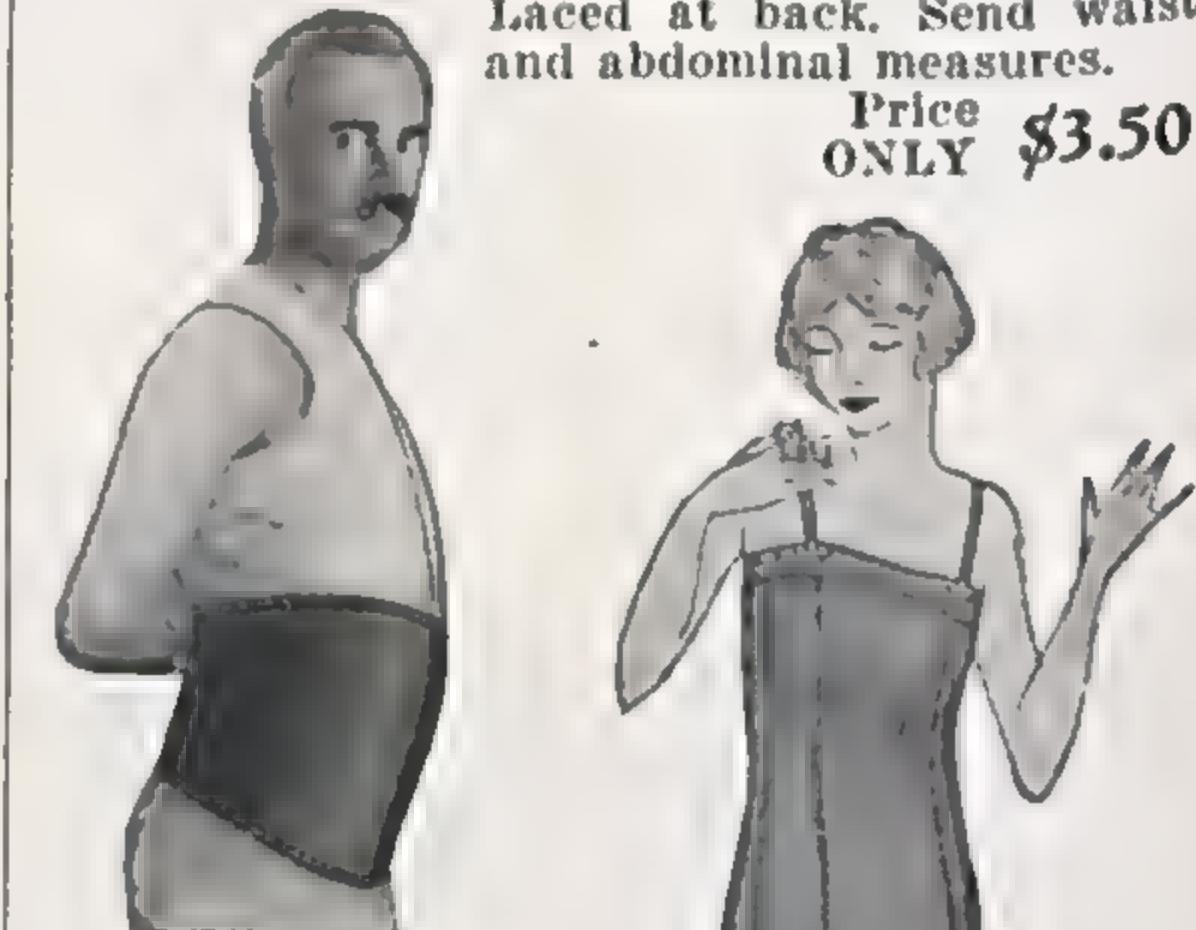
MY GARMENTS have been worn for over twenty-five years and helped thousands of people all over the world. They are the *original* rubber reducing garments, made of the finest flesh-colored Para rubber, removing superfluous flesh from any part of the body.

Would you BELIEVE it?
3 to 4 inch reduction IMMEDIATELY!

AND so good looking! Dr. Walter's latest REDUCING BRASSIERE is so dainty that women often wear it over the loveliest underthings. It reduces most quickly when worn next to the skin—gives you that trim, youthful figure that the new styles demand. Send your bust measurement—and IMAGINE—it costs ONLY \$2.25

WAIST and ABDOMINAL REDUCER For Women This pure gum rubber belt, reduces waist and abdomen and adds greatly to one's comfort—no harsh lines around the waist as it has no seams. Flits like a glove. Laced at back. Send waist and abdominal measures.

Price ONLY \$3.50



Reduce 2 or 3 inches IMMEDIATELY!

WAIST AND ABDOMINAL REDUCER For Men

This pure gum rubber belt not only reduces the waist and abdomen, but also supports the body and greatly adds to one's comfort. Send waist and abdominal measures.

Price only \$3.50



REDUCING CORSAGE

Heavy weight flesh colored rubber, for reducing bust, waist, hips and thighs. Made to measure.

Price \$17.00

RELIEVE swelling or varicose veins and reduce your limbs with Dr. WALTER'S famous medicated (flesh colored) gum rubber hose. Worn next to the skin they fit like a glove and you can see the improvement at once. Send ankle and calf measure.

9 inch \$5.00 pair
14 " 6.75 "



DR. WALTER'S special extra strong Ankle Bands of live flesh-colored Para Rubber will support and shape the ankle and calf while reducing them. They fit like a glove and can be worn under hose. May be worn at night and reduce while you sleep, or during the day, deriving the extra benefit of the support. Relieve rheumatism and varicose veins. Send ankle and calf measure.



\$3.75 Pair

Write for booklet

Accurate measures are essential as garments cannot be returned or refunded due to sanitary conditions.

Pay by check or money order
(no cash) or pay postman.

DR. JEANNE B. WALTER
389 FIFTH AVE., NEW YORK
Near 36th St. Suite 605

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Philadelphia: "Harrise," 223 South 11th St.

*P*ack up
your beauty
care in this Kit
Box and Smile



*S*MILE . . . because—though other women may arrive begrimed, or overburdened with loose jars, bottles, mirrors—your face will be lovely, your dressing case uncluttered! Coty has just created this jewel of an overnight, week-end—train, plane, motor and ship—Beauty Kit, fitted with all necessary creams and astringent. Two Kits, in fact, to meet different facial needs! * Each \$2.50.

*Kit for Normal (or slightly oily) Skins—
illustrated—contains Liquefying Cleansing
Cream (new), Foundation Cream, Tissue
Cream, Skin Tonic (astringent).

Kit for Dry Skins contains Liquefying
Cleansing Cream (new), Skin Lotion, Tissue
Cream, Skin Tonic (astringent). Each has
good mirror, and cleansing tissues.

AMBASSADOR TO
BEAUTY

THE SPOON IS THE ENEMY OF THE HIGH-BALL

Ask BILLY BAXTER how 'bout self-stirring CLUB SODA and GINGER ALE ... his booklet tells all

THE RED RAVEN CORPORATION
CHESWICK, PA.



But don't be upset!

Restore the freshness of your filmy frock—so quickly—with Annette's. Just shake this magic powder into the stains, gently rub the material together, and brush off! It's amazingly easy.

Completely removes perspiration, grease . . . food and beverage spots, berry and all other fruit stains. Removes soil from furs, felts . . . fabrics of all kinds, light or dark. Cleans soiled satin slippers. Imparts no odor and CANNOT LEAVE A RING. As advertised in and guaranteed by Good Housekeeping.

HANDY SHAKER BOX OF ANNETTE'S . . . 50c
Vanity Shakerette, 25c. At Dept. and Drug Stores. Ask at counter for cleaning Guide for Dark and Light fabrics.

Send 10c

For Trial Box and Cleaning Guide send 10c to Annette's 99 Chauncy St., Boston, Mass.

ANNETTE'S
PERFECT CLEANSER

LITTLE RESTAURANTS

(Continued from page 84)

Giacosa, Doney; while hot buns flavoured with rosemary (*pan di ramerino*), a specialty, are still found in bake-shops in the Corso and near the Ponte Vecchio.

The charm of Rome is that it is still rustic, in spite of having one million population. A delightful village. Arrive there with the pictures of Berlin, Paris, or New York city life in your mind's eye, and you will see nothing, understand less. Take the town as that extraordinary village of the Popes, built of fragments, surviving, like a dust-heap—Imperial Rome (spoiled by every Government that has since tried to "improve" it)—, and you will find a place that is unique, a wonder spot of variety, beauty.

Roman restaurants? Many of them, in the Piazza Venezia. The oldest *osterie* (literally "hostelries") are: Il Passetto, in Via Zanardelli; La Concordia, right off Piazza di Spagna, in Via della Croce; La Rosetta, near the Pantheon. Each has cooked, for the joy of the passer-by, for longer than two centuries.

A more exclusive place? "One where only lords or their bastards go," as an English friend remarked? Ranieri, right around the corner in the Via Mario di Fiori. Do you want to admire Saint Peter's exquisite fountains, yet dine well, in the open? Go to Il Trentuno, at the right corner of the Piazza S. Pietro. You will find some very good bottled *Genzane* wine. To be able to "look at ancient Rome" while eating, Il Castello dei Cesari is still the only place, even if expensive. Pastarellaro also is across the river, in Trastevere.

At the Piazza di Trevi is the lovely fountain into which every one must toss a penny to be sure of returning to Rome. Here, two good little restaurants hide: Il Fedelinaro and Ristorante Napoli, where you may eat real spaghetti; stuffed red peppers; fried red peppers; peppers with *mozzarella* cheese; *pizza*, and all sorts of Neapolitan specialties.

Roman dishes are: roast lamb (*abbacchio*), *tagliatelle*, *fettuccine* (another variety of dried paste). Wild asparagus, from the Campagna—delicious. Artichokes, Jewish style (*alla giudea*), get them at Piperno, at Monte Cenci. Stuffed artichokes (*alla Romana*),—not to mention the roast pig, the roast wild boar, often roasted whole, out in the country, in the tiny

osterie where the good Romans go on feast-days, chiefly to drink. *Fritelle di S. Giuseppe* (fritters of Saint Joseph) are sold in the streets on special holidays and are tasty and delicate. *Broccoli*, boiled, served *all' argo*, with oil and lemon-juice, is another "healthy" plate to remember, also *finocchio* (fennel), a favourite, raw, with cheese.

Two genuine Roman *osterie*, very reasonable and good, are behind the Church of S. Carlo, on the Corso in Piazza della Tribuna. La Frascatana, belonging to Remus-without-Water, is a favourite with Russians. I have always had a gay meal there. The other little "hole," on the hidden square, is Ughetto. Soups are exquisite at both places; real beef with *tagliatelle*, *alla stracciata*, with an egg in rags. Vegetables with rice—the list is a long one. The price, three to four cents the brimming plate. Another Roman morsel not to forget is fillets of turkey breasts *alla Milanese*.

Remember, in Italy, *antipasto* is not like the French *hors-d'oeuvre*. *Antipasto di salati-misti* is a very good dish, even if rather heavy—several types of ham, smoked, boiled; a couple of Bologna sausages, butter. *Carciofini sott'olio* (baby artichokes in olive-oil), another Roman specialty, are also served as *antipasto* (before eats), as are black and green olives, peppers in oils, anchovies, sardines, *tonno* (tunny-fish)—one must ask for each by name.

Il Ristorante del Teatro Valle has a famous catacomb, La Biblioteca (the library), where you may gaze at one hundred thousand bottles of wine, in cages. The walls are made of bottles; every one has a dozen or so—to the immortal, eternal tunes of "O Sole Mio" and "Marechiaro."

The wines of Rome arrive each day, very slowly; they come from that delightful district just a few miles outside the city, called "I Castelli Romani" (The Roman Castles), formed of lava hills and lakes. Frascati, Albano, Cenzano, Marino, Velletri—each name spells both wine and town. The small two-wheeled carts have gay pictures painted on their sides, and each has a decorated, lopsided, tiltable umbrella of waterproof, under which the driver sleeps. The precious casks are guarded by a dog, who barks on top of them; the steering is done by the patient horse, who knowingly nibbles its way to town. MRS. IVÉ GOWEN WASHBURN

DELLA ROBBIA MINTS



Really a find for the imaginative hostess—whether it's for luncheon, bridge, dinner or tea. Imagine serving cream mints fashioned like miniature fruits and flowers, hand-tinted in natural colors. Tiny works of art—these Della Robbia Mints—each of the 38 pieces you find in a pound. At better dealers—or mailed

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A Hint to the Complete Parent

Even if your boy or girl is too young to attend a private school or is already in a school, the school problem is never quite solved until graduation. After a school is selected complications may arise. You may move to some too-distant point . . . your boy or girl may outgrow a school . . . they may find the climate detrimental . . . and there is always the question of personalities. Why not form the habit of reading the interesting and authoritative editorial and advertising matter appearing in these pages, just to keep abreast of the school world? All the schools whose announcements appear here have met the exacting standards required by *Vogue*. Write to the schools for more detailed information (mentioning *Vogue*) or, if you prefer, to *Vogue's School Bureau* for any advice or assistance you feel you need in considering schools. No obligation, and strictly confidential, of course.

VOGUE'S
SCHOOL BUREAU

1928 Graybar Building
Lexington at 43rd, New York



The new styles as worn by ANITA PAGE, beautiful Metro-Goldwyn-Mayer player. For important outdoor occasions Anita Page wears a brown and beige mixed tweed suit with a beret to match. For swimming she wears a smart two-piece bathing suit of two shades of green. And for evening a clinging chiffon gown embroidered in silver brocade.

Photographs by Clarence Sinclair Bull

The figure's the thing . . . says Fashion

THIS season's styles are more exacting. Dresses are feminine and clinging. Lines are revealing. Of course it is all *marvelous*, but trying, on careless contours. For we must be slender—yes—yet softly rounded.

And so . . . many of us will diet from time to time during 1931. There's one thing, though, to watch. We must be careful when counting calories not to curtail roughage. Whatever the diet, it should contain sufficient bran to guard against improper elimination, which may result in clouded complexions, listlessness, headaches, poor appetites, and even impaired health . . . which actually may defeat the very purpose of all our dieting.

THIS DANGER can be avoided by including one delightful food in an adequate reducing diet: Kellogg's ALL-BRAN, a non-fattening, ready-to-eat cereal. ALL-BRAN provides the roughage necessary to keep the system regular and healthy.

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PERFECTION UNDER YOUR FROCK

THE SUMMER HOSTESS

(Continued from page 86)



1. The combination that combines a brassière and panties all in one is the perfect undergarment for this day and age. This Luxite model of glove silk has Alençon lace appliquéd; from Saks-Fifth Avenue

2. In the summer, many women prefer the pantie to the bloomer, and one of the nicest we've seen is this circular-cut Julius Kayser model of pink glove silk with appliquéd in rose colour; from Bonwit Teller

3. A charming lingerie ensemble is Van Raalte's set of panties, vest, and brassière, of peach coloured Illusion cloth—a sheer glove silk. Real cream coloured Alençon lace trims the model; Saks-Fifth Avenue

4. The lesser the garment, the greater the chic, at least in such things as these Luxite brassière and panties of the sheerest glove silk and lace, in flesh colour. The panties button on the side; from Saks-Fifth Avenue

When these fruits are poached, it is an excellent idea to include in the water a pod of vanilla and, if you like, a piece of lemon with its peel. Peaches poached in this way can be surrounded with a raspberry sauce, simply made by melting a glass of raspberry jelly, and there are excellent brandied fruits to be had in jars already to serve.

Half the charm in all these desserts lies in the way in which they are served. Vogue has arranged a beautiful bowl of fruits for the summer table on page 58. The bowl itself is an exquisite piece of George III. silver, from E. Schmidt, on Fifth Avenue. If you like a crystal bowl for fruit, Les Arts Modernes has a charming one of unusual shape with a silver base.

As for the compotes in all their variety, nothing is more perfect from which to serve them than a glass compote bowl of just the right depth, and nothing is more perfect to serve them into than individual glass compote dishes. In the shops, for some inconceivable reason, these bowls and dishes are all known as "nappys" but don't be discouraged by that, for they are really exactly the thing you want for compotes. An excellent example of these are the compote bowl and dish of English glass with beautiful star

cutting, from Gilman Collamore, which appear on page 58. The serving spoon that is shown in this photograph, of dull-finish sterling silver in the Rattail design, from Black, Starr and Frost-Gorham, is in keeping with the simplicity of this ensemble. Gilman Collamore also has some charming glass compote dishes with strawberries on them, which will look well on your best china dessert plates, and there are some wooden-blocked English glass dishes that are hollowed out in an unusual way. These, too, will be effective on china plates.

To make sabayon, a quarter of a cupful of sugar, two egg yolks, and one whole egg are stirred until they are thoroughly mixed in a small saucepan. While this stirring is going on, a quarter of a cupful of sweetened cooking sherry is added, a very little at a time. The pan is then put on a low fire and stirred constantly from the bottom with a wooden spoon, until it will mask the spoon, but without allowing the mixture to become too hot. If it is to be served warm—and it is best when it is—keep it at even temperature in a pan of hot water until serving; if cold, it is beaten with an egg-beater till cool. Sweetened white cooking wine can be substituted for the sherry.

BEAUTY IS AS BEAUTY DOES

(Continued from page 34)

Kathleen Mary Quinlan's Skin Lotion are good examples of this type.

If your skin has an oily tendency, which becomes more emphatic as the heat continues, a liquid cleanser like Ambrosia will go over it like a cool benediction, cutting every bit of oil. When you use cleansing cream in summer (and, when you do, be sure it is the lightest, melt-at-skin-heat variety), Pond's Skin Freshener removes every vestige of cream and leaves a noticeable coolness on your skin.

If your skin is dry—and no matter what the time of year, the skins of many of us continue to be so—you still need an emollient at night to keep it soft. Madame de Boor's "Laji" or Pinaud's "Skin Normalizer" will make your skin smooth to take to bed, without making it seem hot or sticky.

As for summer rouge, the liquid variety, if you use just the right amount, will stay on naturally and smoothly without renewing, until you take it off, and it somehow has the faculty of looking very cool. Kathleen Mary Quinlan has an excellent suggestion for this. Every few days, drench a fresh pad of cotton first in water, then in the liquid rouge, then wring it out, before applying it. This method provides a natural and unheated flush, and you can keep your bit of cotton in a jar in the medicine-chest and use it several times. An indelible lipstick is absolutely essential in the summer—nothing looks hotter than to keep smearing your lips with rouge. Remember the little trick of not moistening your lips for ten minutes after you have applied your rouge, so the colour will "set." If you use mascara, make absolutely sure it is the water-proof variety. Dorothy

Gray guarantees her liquid "Lashique" to be that. In fact, it won't come off unless you use cream to take it off.

In summer, since one practically lives in the tub, nothing adds more sheer joy to your bath than a sprinkling of your favourite bath salts or bath essence in the water. Taking lots of baths proves a bit drying, and those bath salts and liquids that definitely soften the water, as well as perfume it, are a double blessing, especially in those parts of the country where the water is very hard. Deodorant dusting powders, too, are a boon. You don't have to sacrifice any of the luxury of a lovely scent and a big puff to have their practical value. Of course, eau de Cologne put on after the bath is infinitely cooling, and it acts as a gentle deodorant. As for the more active deodorants, all of us know what particular type we need, and use it more generously under the arms in hot weather. But there are other special uses for the liquids that check perspiration that are hot-weather discoveries.

On the hands, for example. Pull-on gloves look smart in summer, no matter how hot it is, and hands can be kept from perspiring and spoiling them by using one of these liquids. The bends of the arms, too, on the insides, are places that become damp and wrinkle the occasional long sleeves of summer dresses. The new Instant Odo-Ro-No is good for this because of its instant-ness. Another place to protect in this way is the space between the shoulder-blades in back. Printed dresses have been ruined beyond redemption on blazing hot days by perspiration across this area, and any one of the good liquids made to check perspiration can prevent this.



The Face Powder preferred by
Two Million of America's
most beautiful women

AT ALL GOOD TOILET COUNTERS THROUGHOUT THE COUNTRY AND ESPECIALLY IN
NEW YORK AT LORD & TAYLOR—WANAMAKER'S—SAKS, FIFTH AVENUE—STERN BROTHERS

NEWS ABOUT FRENCH GLOVES



NICOLET

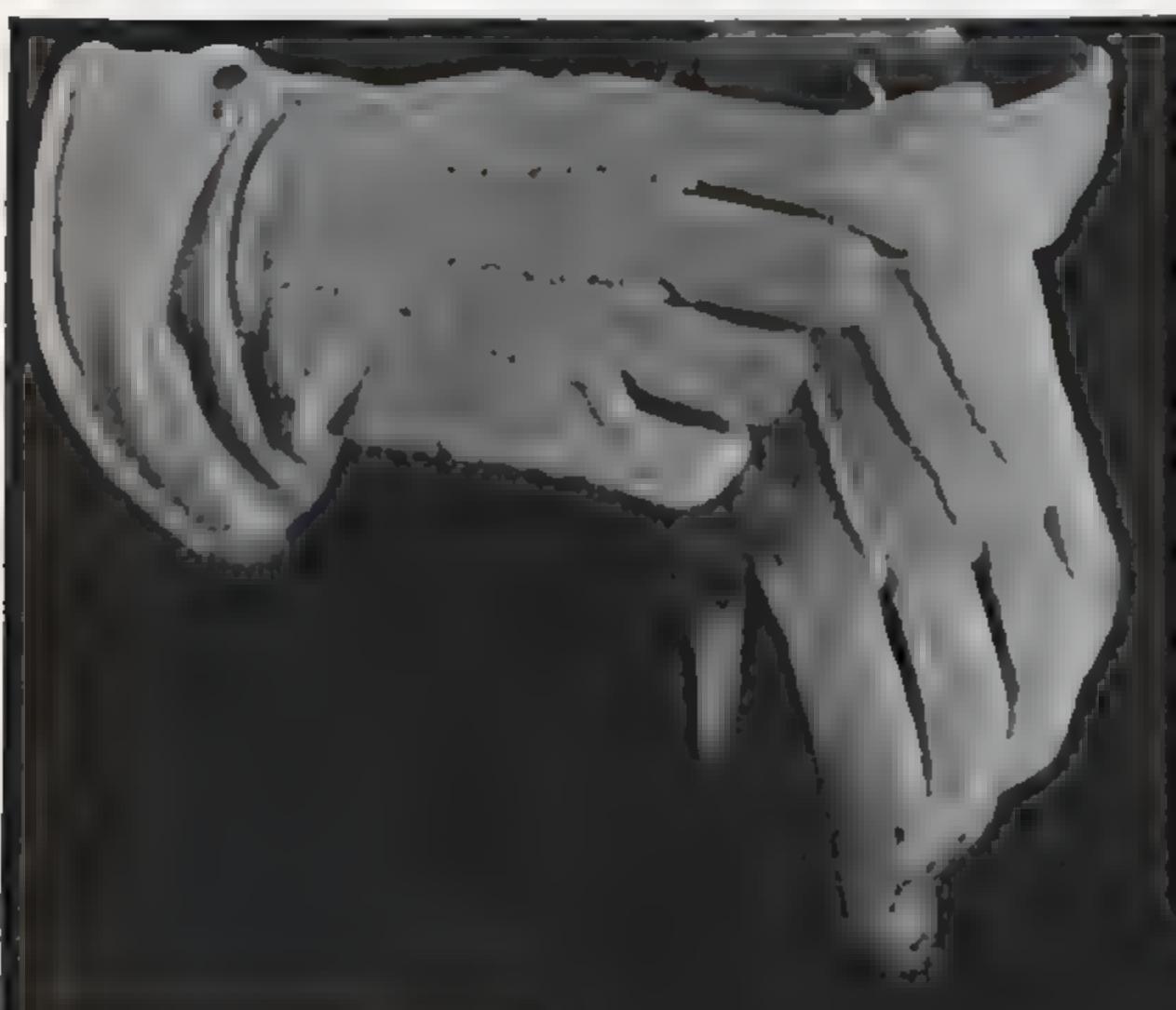
A glove that one wears pulled up clean and straight is this gauntlet of heavy, lustrous, black glacé kid from Nicolet. It has a new and sophisticated look, and the tailored incrustations give the gauntlet a moderate, funnel-like flare



PERRIN—SAKS-FIFTH AVENUE

When you drive your car, pull on the absurdly simple gloves shown below. They are made, unexpectedly, of thread-mesh in white, and they are tremendously smart in their looseness. J. Suzanne Talbot designed them for country wear

Short, squared off at the wrists, and marvellously practical are these Perrin golf gloves of stag-skin—the heaviest of sports leathers. These are another of the novelties of the season that have invaded the once-conventional glove world



J. SUZANNE TALBOT



BARRÉ, PARIS

PERRIN

Another pose of the stag-skin golf gloves from Perrin (illustrated below and also at the right, above) shows their comfortable sturdiness and their sturdy hand-stitching. The brief opening at the sides lets the serious golfer have a full swing

WHAT THE FRENCH CALL SOIGNÉE

(Continued from page 39)

corners and to discourage hang-nails. Not for anything in the world would a self-respecting manicurist allow her client's cuticle to be cut.

If the *vernis* shows the least sign of cracking or chipping off, she has it dissolved and a fresh one applied. This her maid can do very well, or she can do it herself. The trick is to have plenty of liquid on the brush and to let it flow freely and evenly over the nail—starting clear of the half-moon and pinching it off in the corners and over the tip with the thumb and first finger of the other hand. There is a new liquid polish in Paris, called "L'Oja," that every one adores. It has a yellow-rose shade that tones in with the clear, fresh colours of the season, and it goes on so easily that you don't put off the critical moment of taking it off. Whenever she can snatch a few minutes without upsetting her program for the day, the Frenchwoman soaks her finger-tips in hot olive-oil. This is a superb treatment for the cuticle and imparts a quality of firmness and lustre to the nail.

FOR A WELL-GROOMED COIFFURE

She has her hair washed and waved once a week and always has a hot oil massage before the shampoo. After the shampoo, she has one of those individual bottles of lotion poured over her head, leaving her hair soft and lustrous and fragrant. If her scalp shows the slightest indication of dandruff, she finishes off the shampoo with a scalp tonic, instead. Once or twice between shampoos, she has the coiffeur come in and go over her hair with an iron—unless her permanent is still in a competent state.

Once all the groundwork is laid, it's the work of only a few minutes to put on the finishing touches, and, given a proper foundation, they stay. The matter of having the skin smooth and slightly moist before applying make-up is terribly important. As every one knows perfectly well, and as not every one bothers to observe, even the most sparing amount of make-up looks grotesque and artificial when rubbed into a rough and scaly skin, to which it sticks in lumps. The Frenchwoman is trying out Guerlain's new anti-nose shine paste, "Pour avoir le nez mat," and, in the evening, gives her arms and shoulders a delicate finish with another new Guerlain product, "Pour avoir les épaules blanches," products that can also be bought in New York. She finds this marvellous stuff, not only because it blends with her skin and has a perfectly natural look, but because it can't possibly smear. She is finding Dorothy Gray's Sunburn Cream one of the most comfortable and satisfactory ways of getting an even, light golden tan.

Her make-up box is stocked with great care. She has had her beauty specialist experiment with colours that blend with rather than clash against her new clothes. She realizes that powder and rouge take on a different quality by night light and that the cast of the powder may make harmony or complete discord between her complexion and her clothes. But all of this is a complicated matter that must be put

in professional hands. Her own good sense is enough to forestall her from combining cherry lipstick with a geranium rouge. Make-up, in general, is lighter and clearer and softer in tone, this season. The heavy raspberry shades, for the summer, are out.

She is careful, in applying make-up, to place the rouge high on her cheek-bones and to the sides, blending the edges carefully into her skin. She puts on the eye shadow lightly, so that it leaves only the faintest tinge. After the rouge and eye shadow go on, she fluffs the powder lightly over her face, brushing it carefully off her eyebrows and eyelashes with a special little eyebrow brush or gently pulling it off the lashes with dampened thumb and forefinger. Marie Earle's Paris establishment has an ingenious contrivance—a little iron for giving the lashes an upward sweep. It sounds formidable, but it is a harmless metal gadget, known as "Kurlash" in America, curved to the shape of the lashes and carefully protected by a rubber rim. It curls the lashes in a few moments, without recourse to heat. You moisten the lashes with mascara and clamp the curler on while it dries. Marie Earle has, also, a mascara that is a temporary dye. It lasts about four days, and it doesn't clog and stick. A recent addition to Harriet Hubbard Ayer's fine products is a very smart and slim little mascara compact (shown in the photograph on page 38) that can be carried around in the purse.

DETAILS OF GROOMING

The well-dressed Frenchwoman never goes out with a bag that is bulging with nondescript odds and ends. If it is lined in dark silk, she is careful to have her powder in a case from which it can't escape. Helena Rubinstein's sifter powder-box and Caron's vanity that sifts the powder through a tightly stretched piece of silk are satisfactory solutions. If her bag has a light silk lining, she is particularly careful about the choice of a lipstick. Patou's "Lift" lipstick that works with the touch of a finger is a great help towards keeping the lining and fingers clean, because the rouge never gets jammed in the case. Nothing has been discovered to eliminate the home touch of a finger to spread the lip rouge on the lips, but one of Worth's little red chiffon squares absorbs the evidence.

The details of her clothes are planned in relation to one another and worked out with an eye to saving time. Her new all-in-one corset is made for the evening dress with which it is to be worn; garters are chosen with the smallest possible clasps.

Her stockings are washed with the least possible amount of soap every time she takes them off. They get a vinegar rinse to restore the dull gleam and help set the shade. At the first sign of a run, the stockings go out to the *remailleur*, to be invisibly repaired. Suede shoes are brushed, and smooth leather shoes are wiped off with a colourless cream paste that is rubbed down so that it can't smudge. Her clothes are brushed, and pressed, if necessary, every time she takes them off.



Helen Hayes



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TO HER PUBLIC...
FAITHFUL
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To the true actress there can never be any slackening of awareness...any slipping into the mediocre. Skill, understanding, and charm must be brought into play constantly.

HELEN HAYES has become one of the foremost actresses on the American stage because, to her, being faithful to her public is synonymous to being faithful to herself. Nothing which tends to further this ideal is ignored. Even to the care of her complexion.

Helen Hayes says: "Youthfully smooth skin is tremendously important! I find that the regular use of Lux Toilet Soap keeps my skin in perfect condition."

Countless actresses throughout the world follow the same complexion care. For every type of skin they find this white, fragrant soap perfect. Its rich lather *caresses* the skin.

In theatres everywhere, fragrant, white Lux Toilet Soap is found! It is *official* in all film studios, for 605 of the 613 important screen actresses use it!

HELEN HAYES is beloved for her sensitive, skilled performances in "Petticoat Influence," "Mr. Gilhooley," "Coquette," "What Every Woman Knows"... This famous actress says: "Lux Toilet Soap keeps my skin in perfect condition."

LUX
Toilet Soap



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While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index

ANSWERS TO CORRESPONDENTS

ANY reader can obtain from Vogue Information Service answers to questions on social conventions, customs, entertaining, and matters of etiquette; on costume and fashion; on household decoration; on shops and wholesale houses dealing in merchandise of interest to Vogue readers; and on other subjects that fall within the scope of this magazine, by conforming to the following regulations:

RULES FOR CORRESPONDENTS

- (1) The name and address must be legibly written or printed at the beginning or at the end of every letter.
- (2) In order to answer all inquiries promptly, Vogue suggests that as few questions as possible be asked in any one letter; a reply may be delayed because of the totally unrelated questions contained in a letter, any one of which

may require a considerable amount of research in order to answer it adequately.

(3) Unless especially requested to keep a reply confidential, Vogue is privileged to publish any inquiry and answer that it considers of interest.

Mrs. C. W. B.: Exactly what do the parents of a bride contribute to the home-making of a young couple? Especially when the parents have an income of about eight thousand dollars a year?

Ans.: The parents of a bride give the trousseau and all the household linen. Nothing else is obligatory, and whatever else they give is additional and depends upon their financial circumstances. It would be nice to give the bride her table silver, though this would not be needed if the bridegroom's parents intended to give her some of their family silver.

A S S E E N B Y H E R

(Continued from page 29)

here decoration didn't count, because the indescribable beauty of the moon, the high buildings, and Miss Bea Patterson made everything and everybody a mere background. Mr. Condé Nast was there, having supper with Mr. Bertrand Taylor and Miss Gertrude Lawrence, who was lovely in a mauve frock with a surprising coat effect. And, of course, Mrs. Joshua S. Cosden, Mr. Willie de Rham, and Mr. Eddie McIlvain, and the Guido Brancas, with the younger Hearsts (William Randolph Hearst, junior). Mrs. Hearst is a lovely, frail shadow of Marilyn Miller. I spied out Henry Bernstein, and, at a corner table, sipping with Maury Paul, sat Miss Katherine Leslie and Mr. Jack Chauqueneau, who then were engaged and are now married. Later, Miss Leslie's sister, Esther, came in, dark and gipsy-like and wholly fascinating. The Averell Harrimans sat in a corner of the terrace, and Mrs. Glaenzer literally floated about in a sea of divine shell-pink chiffon, while Jules Glaenzer presided, the Perfect Host.

Many people left for the Howard Dietzes' full, gay party at the *Élysée*, to celebrate one of the most enthusiastic "first nights" of the spring, and returned later to reap what they had sown in the way of making attractive friends. Quite a glittering beaten track was established as people tramped back and forth from the Saint Moritz to the *Élysée*.

The gathering at the Dietzes was terribly distinguished. I saw Marc Connally and Norman-Bel Geddes dancing with quite the best-dressed women I have ever seen—in gowns very white and formal, but of a chic! Mr. Sam Walsh, Miss Beatrice Lillie's private accompanist and such a musician!, was with Miss Lillie herself, who wore very becoming white with an evening coat of white tricked out with mink fur. Mrs. Bill Gaston was her handsomest in white chiffon with a patent leather belt. Count Paul Vallombrosa came early with the Countess, and they were quickly surrounded. Miss Libby Holman, Miss Bankhead, Mrs. Dietz, and Mr. Clifton Webb all were mahogany-coloured from Port Washington life.

Mr. David Herbert, Lord Pembroke's son, is on his way to England for a holiday at "Wilton," that so-beautiful country place made famous by English historians and poets for the last four hundred years. He is a younger son and is making a career here among the antiques. I asked about the loveliest fair girl—she might, it seemed, have come into town for the night from Vassar—whom I saw both here and at the Glaenzer's. She shimmered and dazzled in palest blue and turned out to be Julia Sanderson. And near her, talking with wit and animation to Dwight Deere Wiman, stood Laurette Taylor, amazingly slender. I wonder if she is doing Miss Holman's diet, which Libby preaches so solemnly one week—"only fruit and vegetables, darling—don't DARE touch meat"—and next week spurns entirely for thick steaks—"and don't be silly, my dear, and take on vegetables or fruit!"

Peggy Wood beamed and talked interestingly of people and events, and could anybody so exude sparkle as Madge Kennedy, in filmy black lace, disclaiming with great modesty and personal credit the continued popularity of "Private Lives," which she insisted proved not her charm, but the durable and inherent quality of the play itself?

Mrs. Charles Shipman Payson (Joan Whitney), in pink chiffon and lace, seemed to me quite the happiest person in the room. And Gary Cooper, stopping off for a breath en route to Europe, was quite understandably lionized. The Astaires gave no evidence of being fresh—or jaded—from the strain of a first night. Adele in cobalt-blue with a darker scarf that looked sports, but, nevertheless, harmonized beautifully (perhaps because she wore it) was, as they say, "all over the place" and still didn't seem to get around to the many people clamouring for her. I saw Willie Stewart, who came with the Vallombrosas, in a corner, fairly howling at the imitable Roger Davis.

But if I go into very much more detail, I shall have to break down entirely and tell you at what time "Her" went home!

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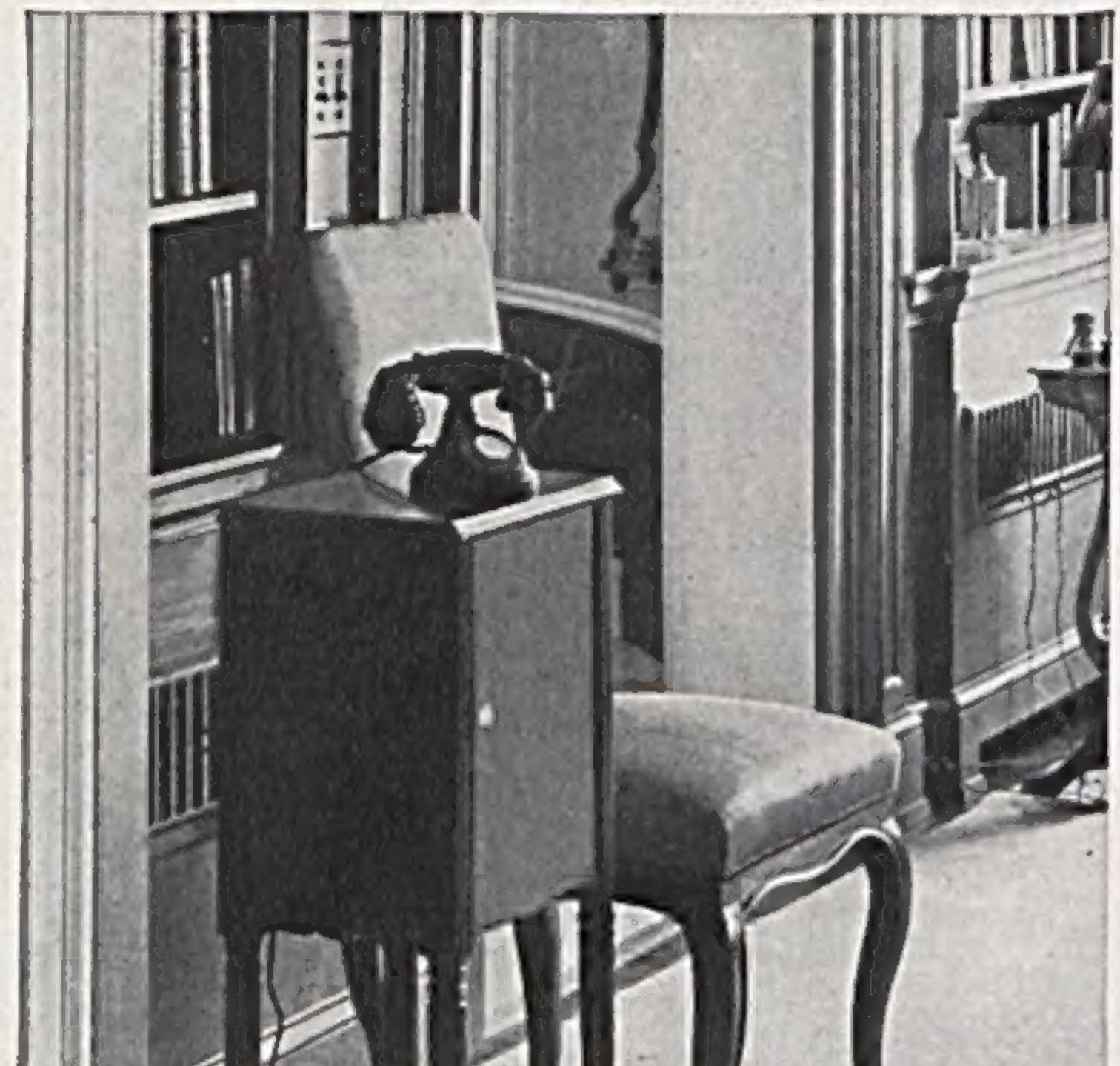
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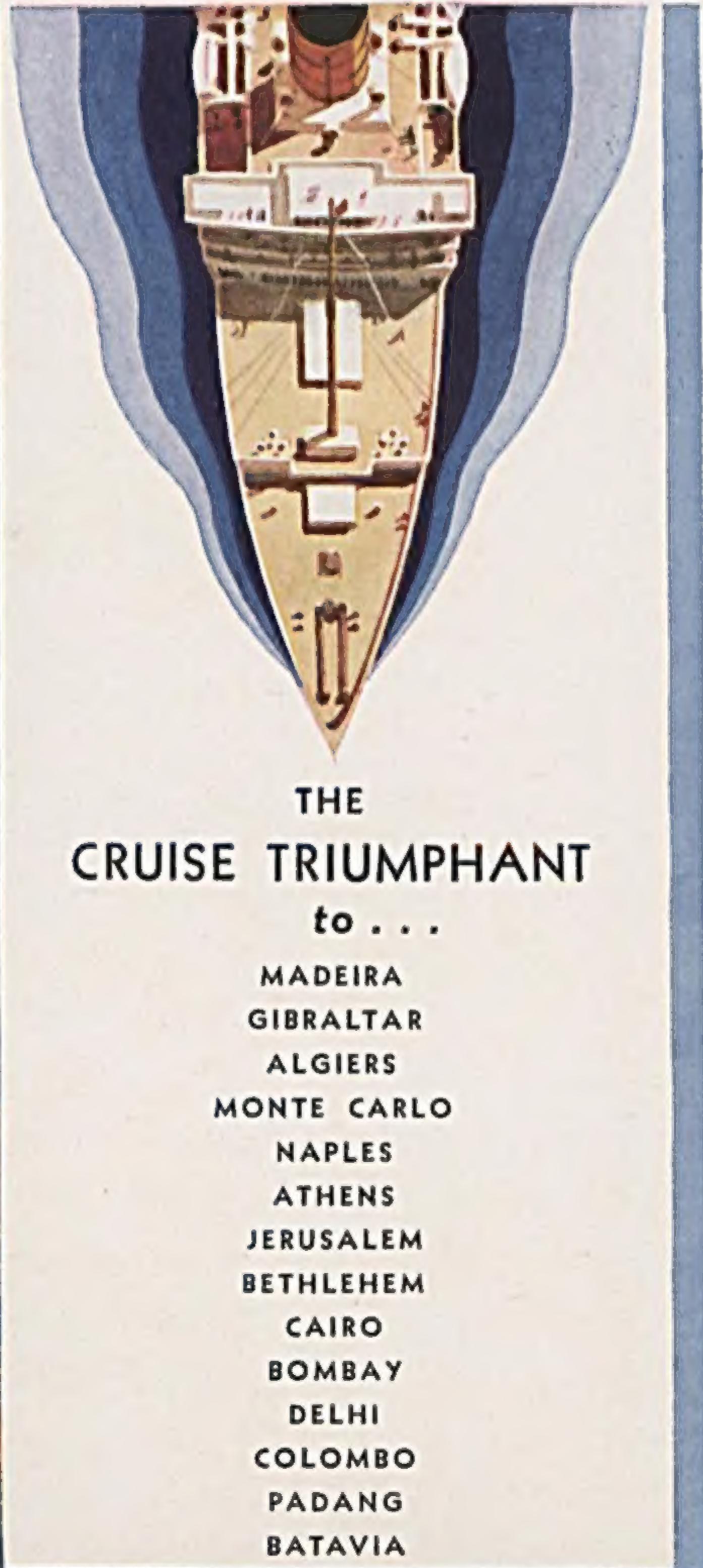
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